

FOR IMMEDIATE RELEASE



PRSA Silicon Valley Presents **MEDIA PREDICTS: 2012**

Top Journalists from New York Times, Bits, AllThingsD, IDG, San Francisco Chronicle, Technologist, TIME, CNET, TechCrunch, ReadWriteWeb, O'Reilly Radar, Bloomberg TV/Bloomberg West and CNBC Predict What Will Be Hot...And What Will Not...In Technology

Mountain View, Calif., November 7, 2011—PRSA Silicon Valley today announced “**MEDIA PREDICTS: 2012**” the most anticipated technology event of the year, coming to the Computer History Museum in just three weeks - Wednesday, November 30th. Mark your calendars!

The annual sellout event features an evening with top business and technology journalists and bloggers as they predict what will be hot in the year ahead. They will also lead the discussion about the most notable technologies, trends and issues of our time.

A fabulous dinner event with festive pre-holiday ambiance and entertainment also provides a wealth of information that can bring industry advantage to individuals, corporate professionals and agency movers and shakers in the Valley.

Registration* link and event details are here: <http://www.prsasiliconvalley.com/MEDIA-PREDICTS>

**Attendees are encouraged to [register early](#) as individual seating is limited with many corporations and agencies purchasing [tables](#).*

MEDIA PREDICTS: 2012 speakers are also recognized for their recent journalistic works. They are:

- ❖ **Nick Bilton - New York Times & Bits**
- ❖ **John Paczkowski - AllThingsD**
- ❖ **John Gallant - IDG**
- ❖ **James Temple - San Francisco Chronicle & The Tech Chronicles**
- ❖ **Harry McCracken - Technologist, CNET, TIME.com**
- ❖ **Greg Kumparak - TechCrunch & CrunchGear**
- ❖ **Audrey Watters - ReadWriteWeb, O'Reilly Radar,**
- ❖ **Emily Chang - Bloomberg TV & Bloomberg West (Master of Ceremonies)**
- ❖ **Jon Fortt - CNBC, TechCheck (Moderator)**

“Silicon Valley is the epicenter of technology innovation and MEDIA PREDICTS is where industry influencers, luminaries and chroniclers foretell what lies ahead, and lead the discussion about the technologies, companies, trends and issues that are shaping it,” said Paula Dunne, MEDIA PREDICTS chair, PRSA Silicon Valley Board of Directors, and president of CONTOS DUNNE COMMUNICATIONS. “This event is attended annually by Valley leaders, individual professionals and tech executives who come to participate in perhaps the most meaningful discussion of the year while also enjoying a really good time.”

Sponsors ARE:

- ❖ **PLATINUM:** Microsoft, Yahoo!
- ❖ **GOLD:** AxiCom, Blanc & Otus, Burson-Marsteller, Cisco, Fleishman-Hillard, Marketwire, PR Newswire, Weber Shandwick
- ❖ **SILVER:** Access Communications, Airfoil Public Relations, Bite Communications, Brunswick Group, Cohn & Wolfe, Eastwick, Edelman, The Hoffman Agency, The Meltwater Group, NVIDIA, SanDisk, Text 100, Trainer Communications, VOCE Communications/Porter Novelli
- ❖ **IN KIND:** Catered Too, J.Lohr Vineyards, Miner Productions, Zat Photo

Event details:

WHAT: **MEDIA PREDICTS: 2012**

WHERE: Computer History Museum [[MAP](#)]

WHEN: Wednesday, November 30, 2011 – 5-9 PM

PROGRAM: Cocktails & Entertainment 5-6pm; Dinner & Recognition Program 6-7pm; Feature Event & Panel Discussion 7-8:30pm; Audience Q&A & Networking

DRESS: Black Tie Optional

The event is nearly sold out so anyone wishing to attend should **REGISTER NOW** at <http://www.acteva.com/booking.cfm?bevaid=220896>.

Entertainment at **MEDIA PREDICTS: 2012** includes the mesmerizing contemporary jazz stylings of Kristen Strom on saxophone and flute, Scott Sorkin on guitar, and John Shifflett on bass.

For up-to-date details, please visit the MEDIA PREDICTS website: www.prsasiliconvalley.com/MEDIA-PREDICTS

About PRSA Silicon Valley

For more than thirty years, the not-for-profit Public Relations Society of America (PRSA) Silicon Valley has been the leading voice in technology PR and Marketing. The organization provides blockbuster events, networking events, and numerous educational professional development workshops that are optimal for career advancement. Business communicators at every level are invited to become members. PRSA Silicon Valley provides valuable opportunities to stay informed about industry developments and trends, and interact with corporate and agency PR and Marketing professionals, business executives, consultants, partners (The Churchill Club, The Commonwealth Club, SV-IABC, SVAMA, NorCalBMA, WIC, WOMMA, PRSA-SF, and more) members of the media and industry analysts. Contact PRSA Silicon Valley for more information.

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CONTACTS:

MEDIA PREDICTS - Event Chair: [Paula Dunne](#)

Registration, sponsorship and table questions: [Angi Roberts](#)