

PRSA Silicon Valley Makes Available All Photos, Video and Podcast from “Media Predicts: 2010” Technology-Predictions Gala

Bay Area’s leading forum for technology predictions generated record-setting attendance, and featured top journalists and bloggers who say “the strong will get stronger in 2010”

Mountain View, Calif., December 15, 2009 --- “Fights, intrigue, comedy ... something for everyone” at **MEDIA PREDICTS: 2010**. This tweet from an attendee—one of hundreds that filled the room—at the must-attend tech industry event of the year, held December 2nd. Produced annually by PRSA Silicon Valley in partnership with the Computer History Museum, Media Predicts presents valuable content in a lively manner as part of a festive, pre-holiday dinner gala event.

Media Predicts: 2010 event photos, podcasts and videos are now available at: www.prsasiliconvalley.com/Media-Predicts. The new “What’s Hot, What’s Not” video is also available: <http://www.youtube.com/watch?v=7ChwHUPbmWo>

At Media Predicts: 2010, top business and technology journalists were recognized for their significant contributions to journalism, and spoke about the most notable technologies, trends and issues in technology while predicting what will be big in the year ahead. Honorees were: Steven Levy, WIRED; Ben Worthen, Wall Street Journal, Digits; Matt Marshall, VentureBeat, DEMO Conferences; Byron Acohido, USA Today, LastWatchDog; Brad Stone, New York Time, Bits; Om Malik, GigaOM; Connie Guglielmo, Bloomberg News. The discussion was moderated by Jim Goldman of CNBC, and Duffy Jennings of SFGate served as Master of Ceremonies.

Predictions for 2010 included that acquisitions will dominate the technology market, causing the strong [corporations] to get stronger; smart energy management will become a key trend; a very social Web will take over in a bigger way; location-based technologies will finally become prominent; Netbooks will be even hotter; the Android will present tough competition for the iPhone; online banking and small business security will be huge issues. And much, much more.

“Media Predicts was an amazing event once again, as we recognized the work of many of the world’s foremost journalists and bloggers, and led the discussion about emerging technologies and trends,” said Paula Dunne, Media Predicts chair and past president, PRSA Silicon Valley. “People from nearly every major corporation and agency attend Media Predicts, as the main program provides tremendous insights into technology advancements, the key players, and how things will likely shake out in the year ahead—not to mention that everyone has a great time.”

Will Durst, popular comedian and satirist, opened the main event, while entertainment during the cocktail hour included performers from Symphony Silicon Valley and Monterey Symphony orchestras.

Attendees also had the opportunity to bid for talented communications services, as students from San Jose State University's Pearce Davies Alpha Chapter of PRSSA ran a [Student Silent Auction](#) to raise funds for the institution.

Media Predicts: 2010 was made possible through the support and sponsorship of: Yahoo! (PREMIER); Microsoft, SAP (PLATINUM); Blanc & Otus, Marketwire, Ogilvy Public Relations Worldwide, Trainer Communications, Weber Shandwick (GOLD); A&R Edelman, Access Communications, Bite Communications, Brunswick, Business Wire, Dell, Eastwick Communications, Fleishman-Hillard, OutCast Communications, Ruder Finn, SanDisk, Voce Communications, Waggener Edstrom (BRONZE); Catered Too!, Computer History Museum, J. Lohr Vineyards & Wines, Michael Mejia Photography, Millennial Productions (IN KIND).

[Media Predicts: 2010](http://www.prsasiliconvalley.com/Media-Predicts) details, video, podcast, photos and more: www.prsasiliconvalley.com/Media-Predicts.

About PRSA Silicon Valley

For the past half century Public Relations Society of America (PRSA) Silicon Valley has been the leading voice in technology PR and marketing. The organization produces a wide range of [events and workshops](#) that support professional development and career advancement of public relations practitioners. 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, partner organizations (SV-IABC, SVAMA, BMA SV, WIC, and more), members of the media and industry analysts. [Contact](#) PRSA Silicon Valley for more information.

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