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Will Durst to Open PRSA Silicon Valley “Media Predicts: 2010 - *What’s Hot & What’s Not*” Technology Event

Mountain View, Calif., October 26, 2009—Will Durst, renowned comedian and satirist, will open "**Media Predicts: 2010**," the annual gala dinner produced by PRSA Silicon Valley in partnership with the Computer History Museum where top tech journalists predict what they expect to be hot – or not – next year.

Durst, an avid media consumer who finds most of his material in current headlines, will take the stage before top business and technology journalists and bloggers, as they lead the industry discussion and make predictions about the most notable technologies, trends and changes in 2010. Speakers also will be recognized for their significant contributions to technology and business journalism.

Speakers include Ben Worthen, *Wall Street Journal* and *Digits* blog; Brad Stone, *New York Times* and *Bits* blog; Byron Acohido, *USA Today* and *LastWatchDog*; Connie Guglielmo, *Bloomberg News*; Matt Marshall, *VentureBeat* and the new *DEMO* chief; Om Malik, *GigaOm*; and Steven Levy, *WIRED*. Jim Goldman of *CNBC* will be moderator and Duffy Jennings of *SFGate* will be Master of Ceremonies.

“Durst is perfect for opening an event focused on technology predictions for the coming year,” said Paula Dunne, Media Predicts chair and past president, PRSA Silicon Valley. “His combination of irreverence and insight will set the tone for what’s hot – and what’s not – in the world of high technology.”

Media Predicts has become the signature event of the year for Silicon Valley’s business leaders, technologists, and communicators, according to Dunne.

Media Predicts: 2010 will be held at the Computer History Museum the evening of Wednesday, December 2, 2009, with a *cocktail hour 5-6pm*, followed by the *dinner program 6-7pm*, and the *feature event at 7-8:30pm*, concluding with attendees participating in a Q&A. Black tie is optional.

Media Predicts sells out early and space is limited, so anyone wishing to attend should **[REGISTER NOW](http://www.acteva.com/booking.cfm?bevaid=176625)** at <http://www.acteva.com/booking.cfm?bevaid=176625>.

This event is made possible through the generous support from these organizations: Yahoo! (PREMIER sponsor); Microsoft and SAP (PLATINUM sponsors); Blanc & Otus, Marketwire, Ogilvy Public Relations Worldwide, Trainer Communications, Weber Shandwick (GOLD sponsors); A&R Edelman, Access Communications, Brunswick, Fleishman-Hillard, SanDisk,

Waggener Edstrom, Voce Communications (BRONZE sponsors); and Catered Too!, J.Lohr Vineyards, Michael Mejia Photography (IN KIND sponsors).

For the most up-to-date information about Media Predicts: 2010, go to:
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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CONTACTS – For more information or assistance:

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