



#EBE12 NEWS SUMMARY

1. The EBE **website**. This year we celebrate EBE again at the Convention Centre of Hotel Barceló in Seville ([Centro de Convenciones del Hotel Barceló](#)), which constitutes somewhat of a coming back home.
2. EBE12 will be celebrated on the weekend of **2nd, 3rd and 4th of November**.
3. Last year we broke the psychological barrier of making EBE a paid event and were positively surprised by the reactions to the entrance fee. This year, EBE will again have a symbolic price: **15 euros**.
4. We will continue to grow. After the 1,800 attendants last year, this year we want to fill **2,500 places**.
5. **Talent zone**. We rethought the networking area so as to give it more content and connect work, talent and experiences with meetings and different gathering formats. We took inspiration from some other formats as “speed dating”, “hackathon” and “open spaces”.
6. We maintained the **relation of EBE with the city of Seville**. EBE is a synonym of Seville and it would not be the same in any other part of Spain. This is what the attendants themselves tell us, and we will continue to search for more activities that make the city even more of a protagonist.
7. **Bigger focus on the leisure, fun and entertainment area** with big impact activities. EBE is about knowledge but also about people who get together once a year. Our veteran attendants don't need to come accompanied to EBE, they know this is a must go event for many and that they will meet plenty of known faces there.
8. **EBE in English**. We want to continue to increase the number of conferences in English and have one other European country as a guest.



9. **Streaming** will still be an important point. Last year we surpassed the **20,000 views**.

10. **Twitter** is one of our strong features. EBE is, by excellence, the event to follow on twitter in Spanish. There is no other event, nor in Spain, nor internationally (LeWeb, DLD, MWX...) that generates as much hype for so many months. The #EBE11 tag tweets reached, in the 3 days of the congress alone, 55,392,713 page impressions. Yes, 55 million page impressions in only 3 days. If one considers the number of tweets during the celebrating weekend, the #EBE11 tag appeared in 32,050 tweets. 5,034 users tweeted #EBE11. If we add the remaining tags of the sessions, we reach 49,000 tweets and 61 million page impressions. All the data in the Pirendo report ([informe de Pirendo](#)).

11. **Listen to the people.** The attendants make EBE. This year, more than ever, **we will open the programme** to those who help us decide which contents we may lack. Through the web and our twitter channel we will be requesting help from our community to define our contents. We are convinced that by taking into consideration their opinions, we will keep improving.

EBE is the major social web meeting point in the Spanish speaking world and second in Europe in attendance. What makes it unique? The thrill and passion for the future in a relaxed and informal context. EBE12 will gather 3,000 people in Seville to discuss some of the most relevant events of last year in the web world.





I. INTRODUCING EBE12

EBE is, by excellence, the annual social web meeting point in Spain, although it goes beyond just that. Its relation with the community is present all year round and culminates in autumn as a meeting point for fans of everything that stands for exchange in the Internet and the technologies that revolve around that.

Above all else, **its attendants share their passion for innovation and for the future**, representing at the same time a market niche of great influence and relevance for companies, given their power to shape opinions.

In 2011, **EBE** reinstated its position as the major social web call of the Spanish speaking world and second in Europe in attendance, a line we will continue to develop in 2012 with the participation and presence of leaders and invited countries from these geographic areas, in a process of growing internationalization started in the last editions.

One of the differentiating characteristics of **EBE** is its ability to conciliate a rich and interesting **environment** that is at the same time informal, **conducive to creativity and talent**.

Celebrating date and venue

The 7th edition of EBE will be celebrated on the weekend of 2nd, 3rd and 4th of November at the Convention Centre of Hotel Barceló Renacimiento - [Centro de Convenciones del Hotel Barceló de Renacimiento](#) in Seville, in the Island of Cartuja.



II. CONTENT

Both in contents and relations, **EBE goes beyond the web**. It connects you to the future. **Knowledge, networking and leisure** in equal parts. Seville will have a bigger role. A wider attendance will demand a **wider segmentation**.

The annual meeting in Seville is not an isolated event. EBE is in contact with its growing community throughout the year in different channels. Through them EBE informs and participates in everything that happens in the sector. EBE is not only an event. EBE is getting together 365 days.

Motto

‘EBE: Share your experience’.

What EBE proposes every year has to do with the pulse of the Internet sector and related technologies and also with the contribution and participation of the people.

Although it may sometimes fall into oblivion, **the basis of the social web is its ability to become a vehicle for the interchange of experiences** that allow for the variety and expansion of a new working system for society itself.

For the attendants of the first six editions, one of the most appreciated features in EBE was the fact that it becomes a whole experience, both in a life and in a digital plan.

Therefore, although it actually happens, the goal of this year’s EBE12 is to share experiences. And that is how “Share your experience” came to life as motto to EBE12, in order to shed light on a path that although known should never stop being covered. Moreover, without sharing, the social technology ceases to make sense.



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Celebrating venue

EBE12 will be celebrated on the first weekend of November, on 2nd (Friday), 3rd (Saturday) and 4th (Sunday) at the Convention Centre of Hotel Barceló Renacimiento.

A legacy of the 1992 World Expo, located in the Isle of Cartuja, on the banks of the Guadalquivir river. Its proximity to the Cartuja Scientific and Technological Park, the historic heart of the city and popular neighbourhood of Triana, makes it an exceptional place to celebrate EBE12.

Moreover, it provides excellent communication options as it is only 12 kms from Seville Airport, 5 from AVE train station (Santa Justa) and 10 minutes walking from the historic heart of the city.

The environment

The environment is probably the most important character trait of EBE. Those attending have a good time, are happy, feel comfortable and that shows. All the elements that make up the event have its role, creating an atmosphere that pleases everyone that experiences it. In this context each person has a singular experience, which is shared with the other attendants. Living the EBE environment is a unique experience.

Videos:

This is EBE - [Esto es EBE](#)

What will you do at EBE? - [¿Qué vas a hacer en el EBE?](#)

EBE 5th Anniversary (2010) - [EBE 5º Aniversario \(2010\)](#)

This year we go back to EBE - [Este año volvemos al EBE](#)

Content guidelines

At EBE we discuss the web and any other sector that is technologically innovative with a direct impact on our daily lives.



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We invite all entrepreneurs that are reinventing the web. Ever since the first edition important figures have attended the gathering, such as the founders of Wordpress, Twitter, Tumblr...

At EBE12 we will have conferences of a wide range of topics (around 40), which will take place in **different rooms and spaces**. We will continue to have a growing presence of English speakers and the main talks will be recorded and live streamed.

The point of EBE conferences is to **satisfy to the maximum the variety of interests** that are brought upon by the wide audience that attends every year. The presence of a big part of the audience is connected in EBE to **segmentation**. As such, we have made a point that all attendants have plenty of options to choose from, according to the topics that interest them the most.

EBE sessions will generally have a **brief duration and a quick, dynamic and participative format**.

The content of EBE12 will be generally organized in **different formats and spaces**:

12. Conferences
13. Debates, interviews and round tables
14. Community gatherings (innovators, content managers, technicians, businessmen, designers...)
15. Training and workshops (practical courses on specific topics) both beginner and advanced levels
16. Talent zone. Talent will run into opportunities
17. Leisure. The web goes analogical once a year

Generic lines of the conferences:

18. Web topics, Internet, new products...
19. Practical resources and knowledge of social technology.
20. Marketing, communication, social media.
21. Social business, company 2.0.
22. Productivity, organization...



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23. Proposals and alternatives: cities, energy, personal...
24. Entertainment: books, cinema and new technologies...
25. Journalism.
26. Management, institutions, politics...
27. Trends: health, fashion, tourism...

Some topics that will make part of EBE12 programme:

28. The new APP Economy
29. Shopping and making payments with cell phones.
30. New social networks with new functionalities.
31. New cultural business models. Which real alternatives are there if we don't want to be hackers?
32. New forms of online marketing. Social Media War?
33. The opportunities of geolocalization and QR Codes. What could have been and was not?
34. The social media strategies aren't only for the big ones.
35. The gamification of communication.
36. New forms of production. The cultural Crowdfunding.
37. Energy storage: the key to development.
38. Transparency in social management and technology.
39. Education. How can technology help?

Workshops and training:

40. Web design. Adapt your web to mobile devices.
41. Web design. Novelties with Html5 and Responsive Web Design.
42. Design and creativity. Infographics.
43. Community managers. Monitoring tools. Learn to interpret the data.
44. Apps design.
45. Photography and videos. New platforms adapted to new demands.

III. THREE EBEs IN ONE

Each year EBE feels the need to reinvent itself, although in the end it has more to do with listening to the remarks of the community and the attendants upon six editions of the event. It resembles the boomerang effect or the echoing sound.

Now we present what was requested of us, after making a previous exercise of offering a series of contents and activities each year. In EBE12 we want, again and more than ever, to focus on the people.

1. Conferences

The point of the EBE conferences is to satisfy to the maximum the variety of interests that are brought upon by the wide audience that attends every year. The presence of a big part of the audience is connected in EBE12 to segmentation.

The EBE sessions will generally have a quick format of brief duration. The 30 minutes conference with one speaker will be the general rule. 20 minutes for the conference and 10 for the question time.

Once we publicly launch EBE12, we will try to implicate the community in the programme. Through Twitter and the web other topics and speakers may come up.

As it was in 2010 and 2011, at EBE12 we will also have conferences of a wide range of topics, which will take place in a main room and niche topics that will be distributed throughout different spaces.

In an 'ad hoc' programming for each place, we will rerun topics of major interest within the sector, as well as from other more specialized areas, bloggers meetings...

On the other hand, the chats on parallel subjects will be increased, such as knowledge management, productivity, sustainability, citizenship, and social movements.



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Likewise, a programme in English will be included, 'EBE in English', with the presence of social web leaders and entrepreneurs from European countries.

2. Leisure

Leisure has a loose leash among EBE participants, both in and out of the venue. The organization offers different activities: contests, exhibitions, plays, online games, and activities such as "ruta de la tapa" (Tapa route), rally papers... But the participants also give their ideas, creating their own entertainment schedule.

The relation of leisure activities is varied. One can also mention the product tasting, boat rides, concerts and performances in relaxing moments, video viewing rooms, message boards...

Coalition with Seville

We want EBE12 to be known for increasing the attendants' relation with the city of Seville, through activities (especially leisure) we will plan in cooperation with institutions and companies.

We will likewise try to place some banners in key places, celebrate small meetings related to music or restaurants as well as, with the help of local media, pass on to the city's inhabitants what EBE represents....

At this point, it seems all the more recommendable that our annual gathering gets more influence from the beating of the Andalusia capital.

3. Talent zone. Personal and professional meetings

Every year we detect in EBE the presence of more and more professionals among the attendants. From our point of view, this means that the social web tools and its applications have run deeper and hold an ever growing influence in all companies, organizations and basically every sector that comes down to making business.



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For that reason, **EBE12 will pay special attention to professionals**, establishing relations with them, offering content alternatives that are useful to them, organizing very suggestive parallel activities through lunches, dinners, receptions, visits...

We also perceived the need to have a specific place for professional meetings at EBE; a place where there will be desks, armchairs, chairs, a bar, a snack bar, and appropriate music...

We will conduct a deeper distribution of the attendants in “professional families” through an application that will enable us to know what the attendants

The 3 corner stones of EBE12 in equal parts are: conferences, leisure and personal and professional meetings. With these three elements, the goal is to learn, have a good time and connect with people, ideas and projects.

are doing and what their interests are.

Likewise, we will rethink what was, in previous years, a networking area that we'd leave for the attendants to use freely. AT EBE12 we will continue to leave room for free meetings, mas we'll **also try to establish programmed networking moments** among the attendants themselves or with companies.

As such, and for the first time in EBE, we will conduct a programme at the meeting area that will include subjects related to the topics addressed in the conference rooms. What is more, this will generate work dynamics and topic meetings with the possibility for people to organize their own appointments.

Formats to explore at the talent zone:

46. Speed Dating

47. I offer...and you, what do you offer?

48. I started a company and I failed. These were the mistakes that made me learn from it.



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49. Entrepreneurs experiences

50. Job interviews

51. This is the product I am trying to pull off. Shall we exchange impressions?

52. I've accepted you in LinkedIn some time ago... Shall we go for a cup of coffee and meet face to face at EBE?

53. I've set up a company. Do you want to do the same and have some doubts? Let's get together and you can ask me whatever you want.

54. OpenSpace. Planning and self-organized meetings.

55. Hackathon EBE. Let's set up a marathon development.

DE-MUESTRA EBE12

At EBE12 we will continue to celebrate DE-MUESTRA, the **event prior to EBE dedicated to putting on show the latest products from web entrepreneurs and sponsoring technology-based companies.**

Once again, the goals are to **foster web innovation and create a meeting point for the sector's entrepreneurs, investors and professionals.**

We want to continue offering these companies and entrepreneurs the opportunity to show they have good products, products that have been recently launched or, even, that are still a prototype or in a beta stage.

DE-MUESTRA is a series of presentations of projects and products that have been previously selected. **It will be celebrated on Friday, 2nd November during the morning, between 10am and 2pm.**

IV. WHY EBE?

EBE is a platform appropriate for companies and institutions that are involved and work within the area of social technology. Our sponsors are the key to a



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conference call that, for three days, reproduces the under construction ecosystem of the economy and competition era through the social web.

For the brands, **making presence at our meeting means to reassure a good positioning in the growing and ever more influent community of visionaries within the social web.**

We believe it is crucial that EBE sponsoring companies enjoy a “personalized” and unique experience. As such, we like to go deeper in exclusive and special activities in which the brand is involved in a particular way.

For the brands, making presence at our meeting means to reassure a good positioning in this new emerging context. We look for sponsors, no doubt, but we also want “travel mates” with whom we can create strategic alliances and actions that provide for experiences before, during and after the event.

In our document on prices, we specify the conditions on which it is possible to seal a deal for this edition. However, we’d like to create a “custom made” for each participating company and institution, suggesting external activities that will adjust to each need.

Of course, and because no other way would work, we address our sponsors in a personalized manner. Big and small companies trust us and repeat year after year.

And because a picture is worth a thousand words...

EBE11 Family Picture - [Foto de Familia EBE11](#)

EBE11 Pictures - [Fotos EBE11](#)

EBE11 Video, where the social web gets together - [Vídeo EBE11, donde la web social se da cita](#)

V. ORGANIZERS

Each edition becomes even more valuable to attendants and brands



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EBE was born in March 2006, on account of Seville's Blog presentation, the first Spanish book to analyse the blog phenomenon.

From then on, José Luis Antúnez talks to Luis Rull and Benito Castro about the project of producing what we now know as EBE with a first edition to be celebrated in November 2006 in Seville.

Benito Castro (@benitocastro)

1961, San Roque (Cádiz). Journalist. Graduated in Information Sciences in the Complutense University of Madrid. Masters degree in Economics and Company Management in the International Institute San Telmo of Seville (IESE programme).

Head of Radio Journalism at Radio Televisión de Andalucía (RTVA) until May 2007 (and for 10 years). Since then, in charge of corporate web and Internal Communication at this very company.

Has been head of the Corporate Communication Symposium at the Cajasol Institute, of the Caja de Ahorros of Cajasol (Spanish Bank) in Seville for eight courses. Also a participant in other teaching activities in this area, among others, at the Faculty of Communication Sciences of the University of Seville.

Has also collaborated in several publications on company communication themes and practiced journalism in different media (EFE Agency, Diario Levante, Antena 3 Radio...).

Between January 2006 and 2009 published on a daily basis in his first blog, Comucor, specialized in Corporate Communication.

On 26th June Comublog takes off, which, in a matter of days, becomes Benito Castro's blog - LINK, also daily, about companies and organizations, from the point of view of the new web forms of communication. Is the author of "The height of Corporate Communication", (*El auge de la Comunicación Corporativa*) (2007) published by creative commons.

Luis Rull (@luisrull)



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1973, Seville. Sociologist and Political scientist, has dedicated many years to the academic world in numerous universities, specializing in studying social networks and the creation of communities, as well as coordinating sociological field work.

In 2005, he created Blogestudio together with an entire team from Valencia, a company that creates and supervises blogs for all kinds of companies and organizations. This young company carries out all sorts of projects: knowledge management, intra- and inter-organizational communication social networks, social studies (polls, content analysis...), Internet marketing and web content creation.

In 2007, he goes solo and founded Mecus, a company based in Seville with a clients list made up of prestigious companies of the communication and media sector.

His favourite hobbies are John Coltrane's music and Paul Aster's books, besides eating good cinema and any good food.

He has been publishing his blog My notes - "[Mis apuntes](#)" since 2003, which has brought him great satisfaction and the occasional headache.

