

PSFK CONFERENCE SERIES



The PSFK Conference Series caters to creative thinkers from around the world, exploring the latest trends, inspirations, and ideas. Each year, PSFK hosts events in several major international cities, bringing together the world's leading creative thinkers with both established and emerging business leaders.

Past Speakers include CEOs, Founders, Chief Strategists, and Creative Designers including:

Andrew Hoppin, **NASA**
Jean-Marie Shields, **Starbucks**
Eric Ripert, **Le Bernardin Executive Chef**
Jeff Staple, **Staple Design/Nike**
Shepard Fairey, **Artist**
Chris Riley, **Apple**
Robert Calin, **etsy.com**
Timo Veikkola, **Nokia**
Ricky van Veen, **colleghumor.com**
Peter Rojas, **Engadget.com**
Grant McCracken, **MIT**
Ezra Cooperstein, **Current TV**
Jason Oberfest, **LA Times**

To view presentations from past conferences, please visit psfk.tv/blip.tv

“PSFK Conference London – simply the best communications conference I have ever been to... No egos, just visions... A collection of the most inspiring individuals currently crafting communications for companies from across the planet. A strong DIY attitude stating that there is another way and that we can collectively encourage change.”

- **Global Creative Director,**
Naked Communications

“A truly inspiring conference... It became apparent, very quickly, that Piers had selected a group of individuals that “do” – people who were passionate, interested in finding new ways of thinking and living the work that they do. It quickly became apparent that people who love what they do have a lot to share and a lot to teach others.”

- **Advertising Age**

PSFK CONFERENCE SCHEDULE



PSFK CONFERENCE LONDON - JANUARY 2009

PSFK CONFERENCE NEW YORK - MARCH 2009

PSFK CONFERENCE SAN FRANCISCO - JULY 2009

PSFK CONFERENCE ASIA/SINGAPORE - OCTOBER 2009

ATTENDEE PROFILES

PSFK Conferences cater to an audience of influencers, creative professionals and change makers from around the world. They come to our events in search of the inspiration and knowledge that will enable them to stay ahead of the competition. Job titles frequently include CEO, Founder, Creative Director, Planning Director, Designer, Strategist and Journalist.



Source: 2008 PSFK Readership Survey



innovation • inspiration • creativity • design • trends

PSFK LLC 536 BROADWAY NEW YORK, NY 10012 USA +1 917 595 2227 WWW.PSFK.COM

PSFK.COM READER PROFILES

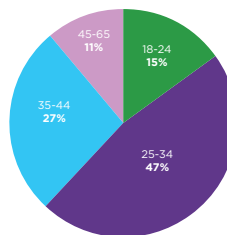


PSFK keeps its finger on the pulse of the marketing, design, and innovation communities through its worldwide network of thought leaders and blog contributors. The company aims to identify new trends and ideas and publish findings on a daily basis. Each month, over 350,000 designers, marketers, tastemakers and influencers visit our site. This is who they are... **Director, Planning Director, Designer, Strategist and Journalist.**

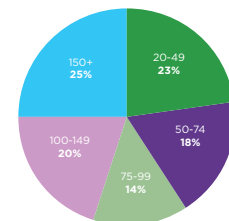
VISITOR BREAKOUT BY INDUSTRY

Advertising and Marketing	64.5%
Arts and Culture	9.3
Design and Creative	15.6
Fashion	4.9
Media and Publishing	13.1
Web and Online.	16.7
Other	19.4

AGE DISTRIBUTION



ANNUAL HOUSEHOLD INCOME
(IN THOUSANDS OF US DOLLARS)



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ABOUT PSFK



PSFK is a trends and innovation company that publishes online daily, provides consultancy and hosts events. We aim to inspire our readers, our clients and our guests to make things better - whether that's better marketing, better service, new product ideas or a new way of working.

PUBLISHING

Each month over 350,000 people from around the world read PSFK's websites and newsletters for inspiration. Our flagship site, PSFK.com, actively reports on the latest changes in popular, consumer and business culture. Recently relaunched Marktd.com offers its readers creative marketing ideas.

EVENTS

As an extension of our online voice, we run conferences that foster discussion about the latest trends and creative ideas. By bringing together the world's most innovative change-markers, we are able to shine a light on the creative ideas that come from understanding these trends. The PSFK Conference Series is international in scope with events taking place in London, Los Angeles, San Francisco, New York and Singapore.

CONSULTING

Leveraging a network of over 200 international trends consultants, PSFK provides advice and consultancy to companies like Apple, BBC, Modelo Group, Nordstrom, NBC Universal, Target, Tchibo and SK Telecom.

To speak with a sales representative, please contact:

HEDYEH PARSIA
HEDYEH@PSFK.COM
+1 917 214 1265

JEFF WEINER
JEFF.WEINER@PSFK.COM
+1 516 359 3453

PSFK
536 BROADWAY, 11TH FLOOR
NEW YORK, NY 10012
WWW.PSFK.COM



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