



YOU ARE IN CONTROL
CONFERENCE 10-12 OCT 2011, REYKJAVÍK

You Are In Control: international conference for creatives in the digital world

You Are In Control is an annual international conference returning for the fifth year running to provide a necessary platform for exploring digital business developments in the Creative Industries. This year the conference will take place between October 10th – 12th in Reykjavik's brand new centrally-located concert hall and conference centre Harpa.

“It fuses creative industries. There are people here from all over: film, music, fashion, art, design, advertising. We all need inspiration and we can inspire each other. Our worlds are coming together.”

-Panos Panay, Sonicbids (US)

Industry professionals will present and discuss various current topics on matters such as *collaborative creativity, cross-platforming, engagement marketing, open source* and *copyright*. Besides the very experienced speakers there will be workshops during the conference that will provide different perspectives and discussions on how to adapt to the rapidly changing digital distribution world.

Tickets launched with a special Early Bird offer

Tickets are now available from YAIC's website and a special early-bird offer of 20.000 ISK (€120) is running until September 5th so don't hesitate if you plan on attending. After September 5th the ticket price is 30.000 ISK (€ 185). This year, You Are In Control will coincide with Iceland Airwaves music festival so we are offering tickets that grant access to both events for only 25.000 ISK (€150). These tickets are in a limited supply and will be distributed on a first come, first served basis. Visit our website, www.youareincontrol.is, to register.

First speakers announced

Speakers at You Are In Control this year include:

Iain Forsyth & Jane Pollard (UK) who have been shaping the future of digital and creative marketing. They are very successful artists whose work often intersects with music, including collaborations with J. Spaceman (Spiritualized), Plan B and Scanner. Jane is currently Head of Strategy at the Beggars Group the UK's largest group of independent record labels and has been developing innovative and creative marketing

strategies for artists such as Radiohead, The White Stripes, Adele and Pixies. Her work for the company has landed her 5 Digital Music Awards. Iain has over 10 years experience as Head of Digital at the Mute Label, including the years with EMI. Throughout that time he has worked with a wide range of artists including Depeche Mode, Goldfrapp and Moby. Their website is <http://www.iainandjane.com>.

Staci Slater (US) is the founder of Talent House Inc, a high profile film and television licensing, clearance and pitching company. Staci will be leading a workshop at the conference and sharing her vast experience on these subjects.

Ralph Simon (US) is regarded as one of the founders of the modern mobile entertainment industry. He is the CEO of the Mobilium Advisory Group which offers advice to the various organizations and well known artists such as Lady Gaga, U2 and Madonna. Ralph is also the Chairman Emeritus and Founder of the Mobile Entertainment Forum and has helped form the mobile entertainment and content industry by being a prominent global mobile trailblazer and innovator.

Mathias Klang (SE) is the Project Lead for Creative Commons Sweden and a researcher and senior lecturer at the University of Göteborg. His research revolves around the field of legal informatics with particular interest in copyright, online expression, digital rights and regulation. Currently he is researching these areas in relation to Social Media as well as blogging at digital-rights.net and tweets under the alias [@klang67](https://twitter.com/klang67)

Robert Levine (US) was the executive editor of Billboard and has written for Vanity Fair, Rolling Stone, and the Arts and Business sections of the New York Times. Before that, he was a Features Editor at New York magazine and Wired. Levine holds a B.A. in politics from Brandeis and an M.S.J. from Northwestern University's Medill School of Journalism. He now covers the culture business from New York and Berlin. *Free Ride* is his first book, which is about how digital parasites are destroying the culture business and how the culture business can fight back.

Tilman Scheel (GE) is the Managing Director of Reelport GmbH a groundbreaking company within film distribution. The company has professionalized the digital concept and protecting film makers' copyrights. Tilman also created Europe's Finest with the support of MEDIA. Europe's Finest has by now acquired the Pan-European rights to more than 70 film classics and a dozen current Cannes and Berlin participants, digitized them in 2k DCI cinema format and is offering them to the digital theatres across Europe.

For more information about You Are In Control contact:

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