



an russmedia digital event



Over the last five years INTERACTIVE WEST (IAW) has grown to the largest digital conference in western Austria. Hosted by Russmedia, one of the most progressive media companies in Europe, this conference in June is for the local scene of entrepreneurs and digital workers. Speakers represented companies like Google, Facebook, Amazon, Swiss Airlines, Online Marketing Rockstars Hamburg, DIE ZEIT, Neue Osnabrücker Zeitung, Samsung or Razorfish. With an international line up IAW has as well attracted visitors from German, Swiss and Austrian media companies. So, we are creating a new event format especially for media executives, an exclusive summit nestled in the Austrian Alps, right at the start of the winter season 2018/19.



„interactive snow in Lech/Arlberg is the prime destination for German, Austrian and Swiss media executives when it comes to Innovation and Digital Opportunities in journalism and media“



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Innovation is the answer.

We're embracing digital opportunities and are not fearing change. Over 15 speakers are holding conversations around sustainable business models, industry drivers and best practices. Fireside chats and „Ask me Anythings“ (AMAs) with influencers in and outside our industry. And of course there's enough time for famous skiing around Lech/Arlberg. It's the place where skiing has been invented.

As the weekend of "INTERACTIVE SNOW" marks the start of the winter season, Lech also hosts the Fantastic Gondolas Multimedia Happening at Rüfikopf at that Saturday, a festival with artists, DJs - and the famous Disco Gondola.



Lech/Zürs am Arlberg

For over a century, snow, hospitality, tradition and sophisticated tranquillity have been attracting winter sports enthusiasts from all over the world to Lech Zürs am Arlberg. It is one of the select group of twelve villages known as the "Best of the Alps". It is not only ambitious sportspeople who appreciate this heavenly winter landscape. The destination also has plenty to offer walkers, gourmets and culture lovers.



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Fantastic Gondolas

Fantastic Gondolas turns the mountains into a projection screen, the gondolas into a disco and the village into a stage. Every year, the art event puts visitors in a world of light and colourful plays, renowned projection artists, DJs and live acts transform the Rūfikopf cable cars in the centre of Lech into a total work of art on all levels with installations, live visuals and gigantic large-scale projections.



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Invitation-only

The invitation-only gatherings become the meeting place for news professionals and industry executives. The collaborative, high-intensity format provides opportunities to connect with others who are working to transform this essential industry.

The relaxed “Chatham House Rule” atmosphere promotes friendship, intimate discussions, and impromptu entertainment. The fascinating mix of people cultivates an open exploration of ideas, surfaces exciting works-in-progress, and promotes collaborative problem solving that transcends traditional boundaries.



7. - 9. December 2018

Lech am Arlberg



Result



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interactive snow

is founded and organised by



together with



and supported by

