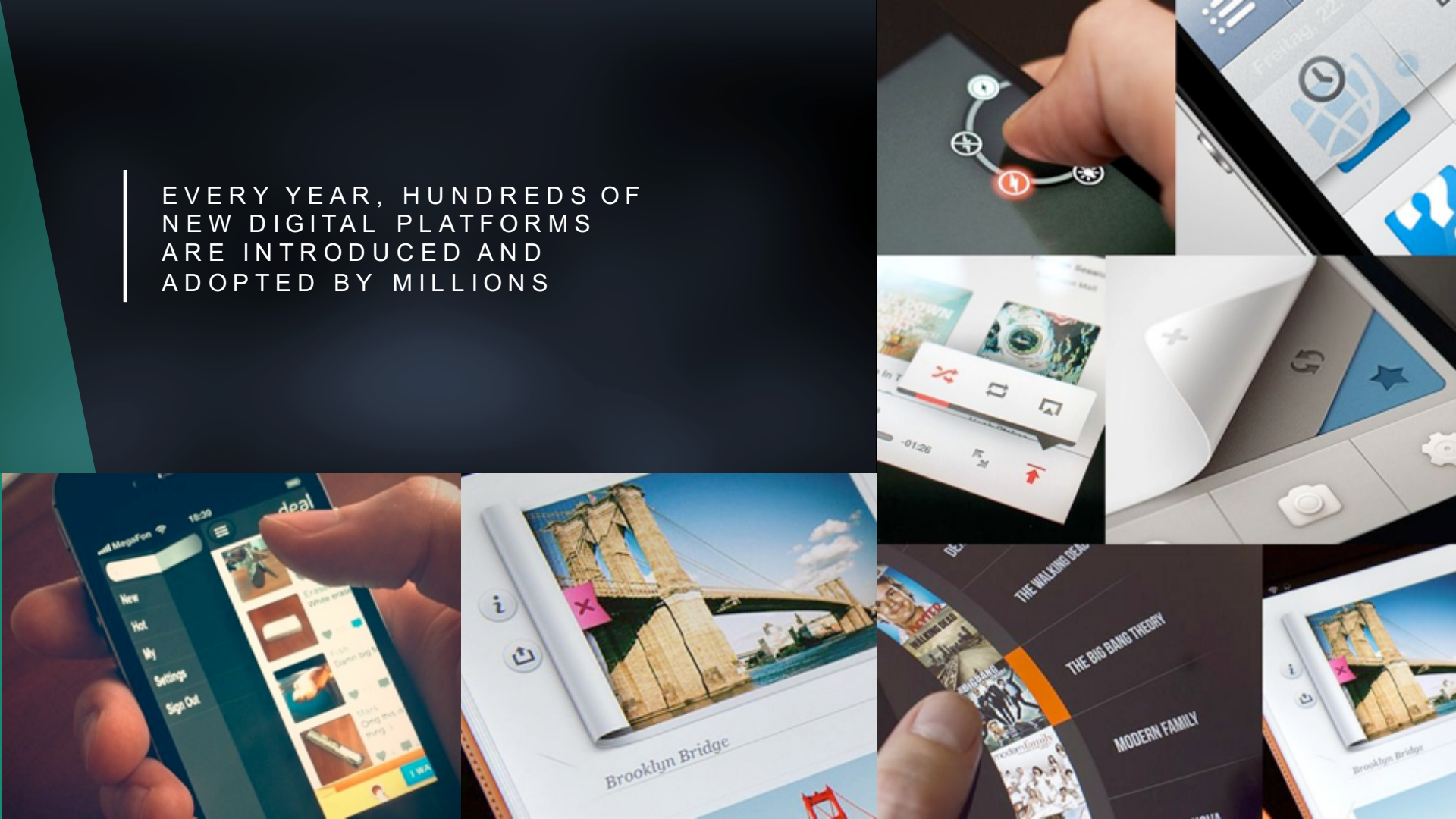




LIFE::INTERACTIVE

LIFE::INTERACTIVE
.....
2015 | Miami Beach

EVERY YEAR, HUNDREDS OF
NEW DIGITAL PLATFORMS
ARE INTRODUCED AND
ADOPTED BY MILLIONS





ENTIRE INDUSTRIES HAVE
BEEN, AND CONTINUE TO
BE, RESHAPED FROM TOP
TO BOTTOM

AS INDIVIDUALS, WE
INCREASINGLY RELY ON
TECHNOLOGY TO MANAGE
EVERY ASPECT OF OUR LIVES





PLAY COMMUNICATE

LISTEN TO MUSIC INVEST

TAKE PICTURES MAKE MUSIC

READ BOOKS FIND JOBS

WATCH FILMS FIND LOVE

TRAVEL PROTEST

SHOP CREATE ART

STUDY DRIVE

SHOP BANK



OUR SOCIETY IS IN A CONSTANT STATE OF
DIGITAL TRANSFORMATION

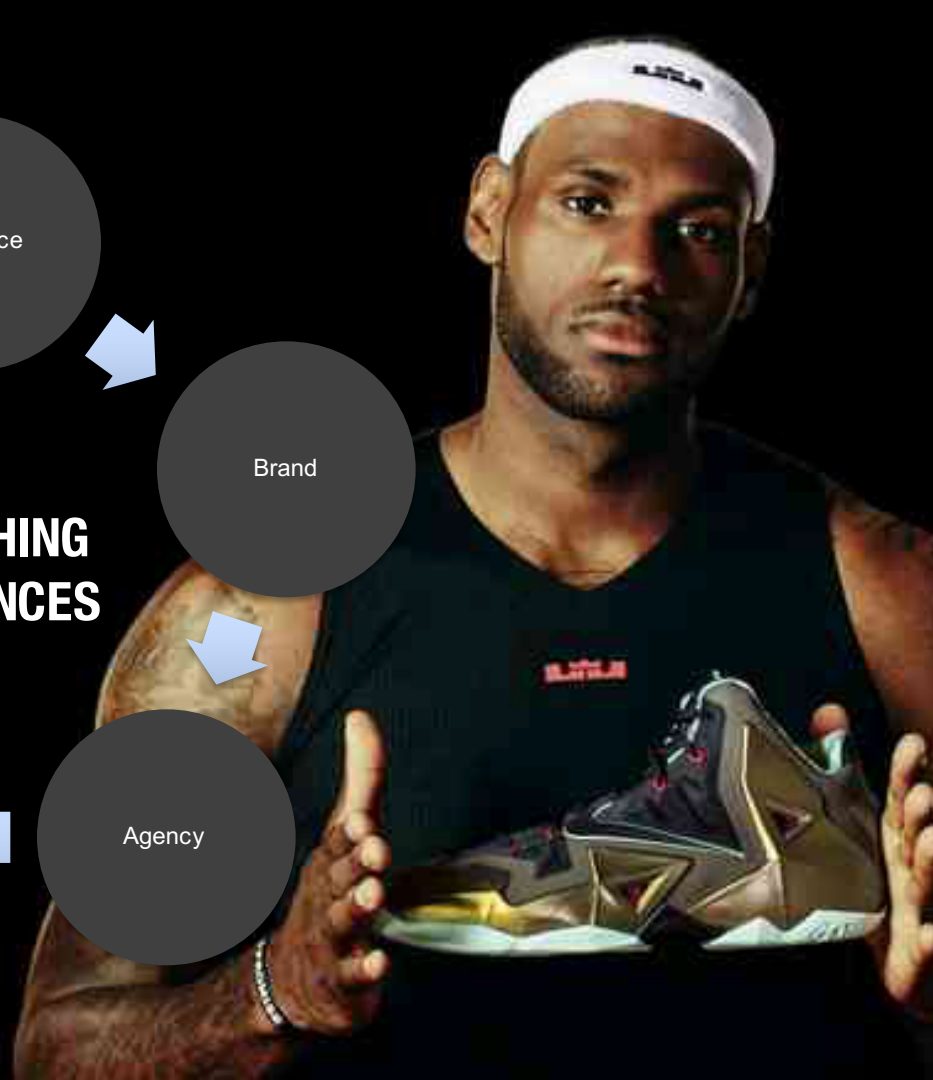
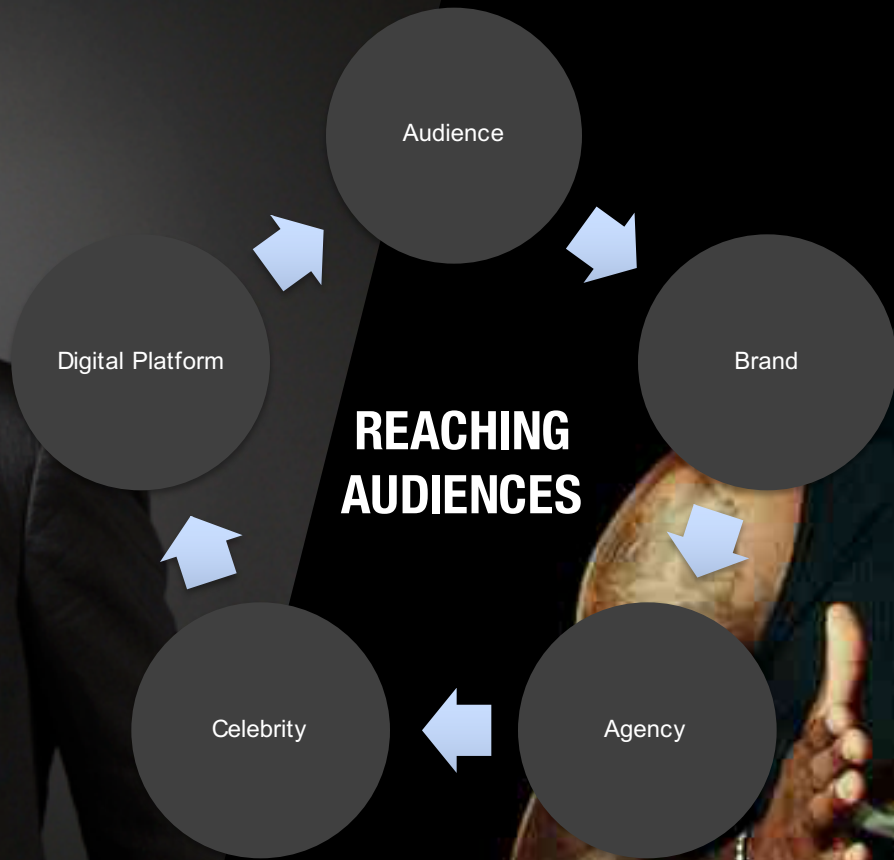
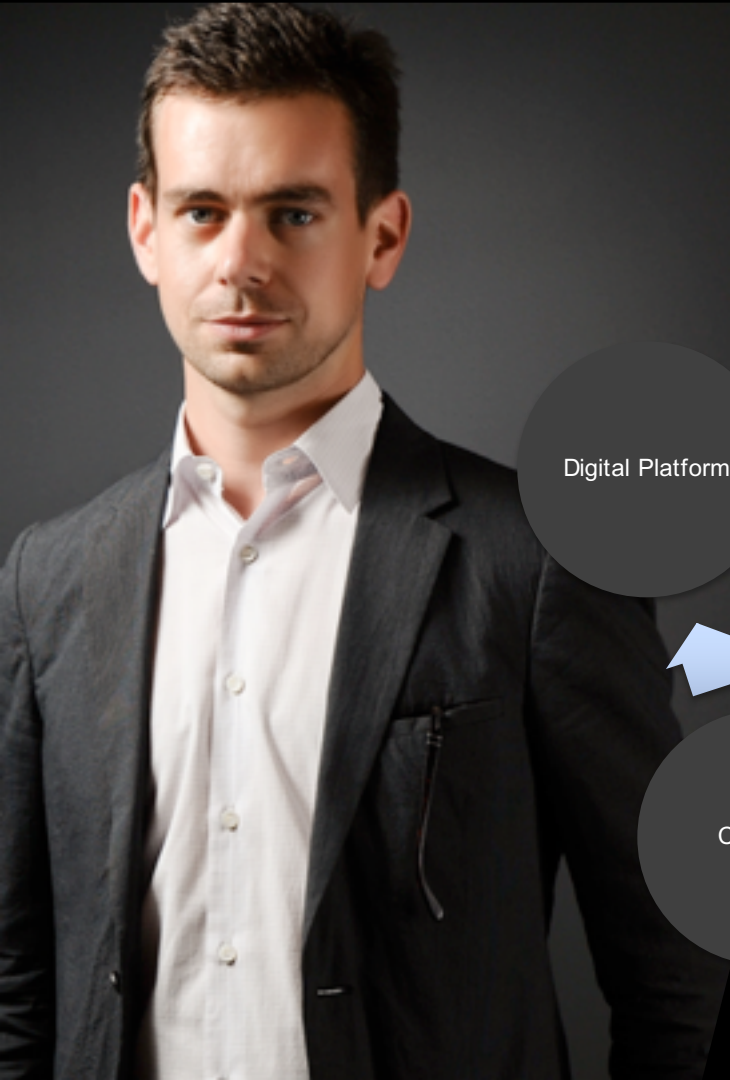
LIFE::INTERACTIVE

The Life Interactive Series is a multichannel platform for brands, celebrities, tech companies, exclusive access for Soho Beach House members, and eventually conference attendees to showcase, learn, talk and debate how interactive innovation are changing industries, lives, and the connection between audiences and brands. In its first year LIFE Interactive will focus on establishing an interactive summit series on Miami Beach that will explore emerging technology and new media concepts within the tech, fashion, lifestyle, music & entertainment industries.

An interactive platform of discovery where individuals, established technologies and start-ups alike, can share ideas and solutions for building new applications and user-generated content that will affect and advance the future of our lives.

A vehicle for all global citizens to explore and immerse themselves amongst today's visionary trailblazers of cutting-edge technology.







MIAMI BEACH

Known as a sandbox where the international jet set comes to play, South Beach is becoming one of the most desired places in US and the rest of the world to live, work and enjoy Latin flavour, European culture and a Caribbean climate. Fusion of cultures, businesses and its position gives Miami Beach strategic advantage for hosting events, and international conferences. Easy access and existing hospitality infrastructure that delivers on its promise every single time.

LIFE::INTERACTIVE – VENUE

In its first year, LIFE Interactive will focus on establishing this three part interactive series at Soho Beach House on Miami Beach. Offering Soho members an intimate and unique experience of exploring emerging technology, and new media concepts within the technology, fashion, lifestyle, music, and entertainment industries.

Unlike other private club concepts, which often focus on wealth and status, Soho House aims to assemble communities of members that have something in common: namely, a creativesoul. The majority of Soho house tastemakers and social influencers work in traditional creative industries, with the film, fashion, advertising, music, art and new media sectors, among others, heavily represented.



LIFE::INTERACTIVE – EVENT FORMAT

Programming Formats:

Interactive Panel Discussions for the 1st Annual LIFE Interactive Series will range from discussions about cutting edge technology to the new media applications that are affecting our everyday lives.

Topics for 2015 LIFE Interactive will span from an array of talks ranging from online innovations to emerging technology, new methods of marketing, social networks and our relationship to these future technologies.

Keynotes:

The most exciting experience for individuals' fortunate enough to attend this dynamic summit series will be the intimate keynote presentations from some of today's most prolific moguls and titans from the technology, fashion, lifestyle, new media and entertainment industries. These hour-long keynote experiences will be formatted as intimate one-on-one conversations between these luminaries and respected journalists from around the globe.

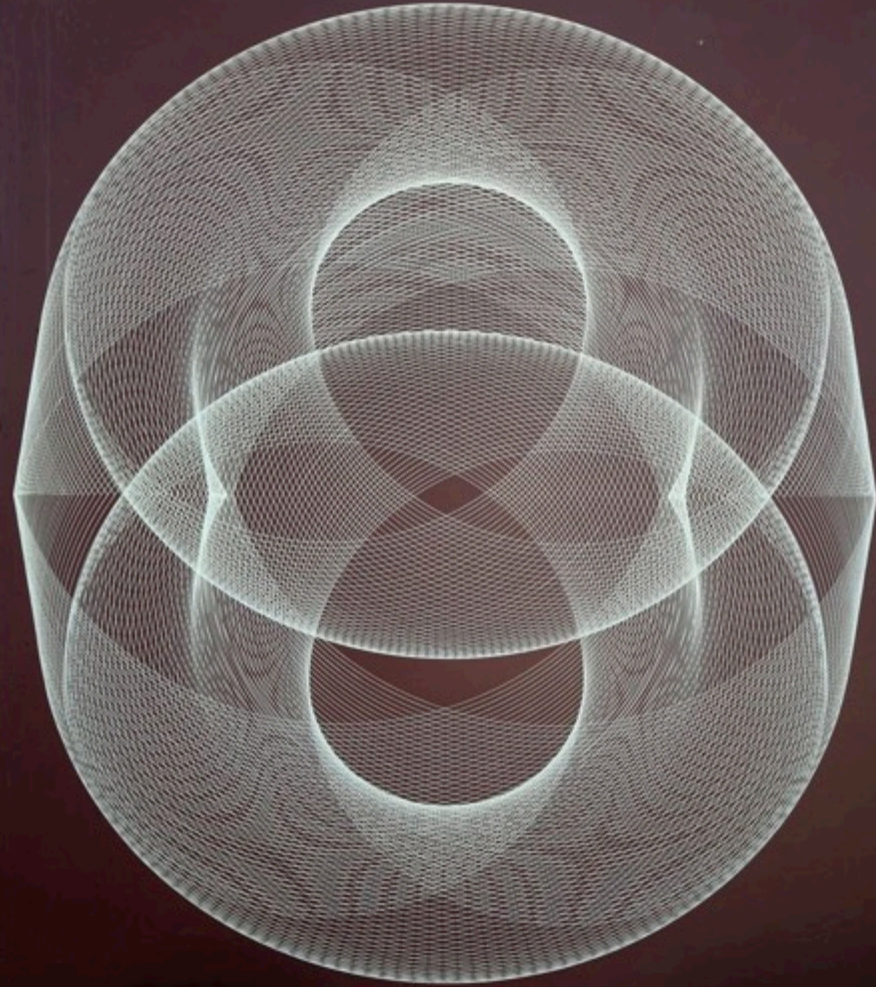
LIFE Interactive Series Proposed Dates:

- November 4 - 7, 2015



LIFE:: INTERACTIVE

THE SUMMIT
NOVEMBER 4TH – 7TH



SHOW FORMAT

2 Days 10 Speakers (5 per day)

Schedule:

- Individual Sessions 15min each (TED talk like)
- Panel Session 1 hour (one topic per day)
- Campfire Sessions / Cocktails Hour
- VIP Dinner
- VIP After Party



CORPORATE & BRAND INFLUENCERS

Among many others we will invite **companies** and **agencies** to attend and actively participate in the LIFE Interactive Series on Miami Beach:

Samsung, Ralph Lauren, Google, Y Plan, Microsoft, Dentsu, Apple, Facebook, Sony, Tesla Motors, Twitter, InstaGram, Oink, Vine, HBO, TechCrunch, Amazon, SpaceX, YouTube, Beats, Mashable, Intel, Sapient, WhatsApp, Couple, Nikon, Pinterest, Netflix, Audi, BMW, Fashionism, Skype, onLoop, The Hunt, Philips, Vevo, Starbucks, Zillow, Market America, Uniqlo, Dropbox, Levis, WebMD, Gilt Groupe, Living Social, Italia Independent, and many more.....

UN, NASA, FEED Projects, RED, House for Hunger, ONE, Toms, RYOT, SHFT, Planet Hope, COAST

Ground Breaking Performances by Artists (i.e.)

Pharrell Williams, Coldplay, Calvin Harris, Bjork, Pittbull (etc.)...



PANELS & SPEAKERS

We are strategically inviting true industry innovators and pioneers who are constantly reinventing and pushing the envelop in the way they create and engage with their consumers and fans. These innovators are coming from the worlds of fashion, art, philanthropy, technology, sports, finance, new media, etc. They understand and welcome interactive and technology as a driving factor for change and todays world of Digital Transformation.

- Lifestyle, Entertainment and Technology media
- Brand Mavericks
- Tech Bloggers
- Content Providers
- Industry Insiders: technology, electronics, web firms, media, fashion, advertising, arts, music and others
- Academics and Policymakers
- Investors
- Entrepreneurs and New Startup firms
- General Public: local, national and international



Thank you.