

Europe's best technology and creative conferences join forces

The founder of [LIFT](#) (Geneva) at the origin of the alliance.

Geneva, 27 september 2007 – The LIFT conference is joining forces with eight other events to form a European network of creativity and innovation. Together with Reboot (Denmark), DLD (Germany), SIME (Sweden), Kinnernet (Israel), Aula (Finland), Picnic (Netherlands), BLOGAK (Spain) and LeWeb (France), LIFT will strengthen the position of Europe on the global map of innovation.

The different events are complementary to each other and the cooperation will create a synergy that will improve the quality of conferences for both conference-goers and organizers. The alliance will cooperate on joint promotion, coordination of topics, venues and dates, information sharing, and a joint sponsor approach. The different events will form a coherent network where attendees can share information and have easier access to important ideas. Through the alliance the different events will benefit from larger audiences, which will accelerate good projects and ideas.

Laurent Haug, founder of LIFT: “By forming this alliance we will create a synergy that will take all the individual events to a higher level. We will develop the new generation of conferences in line with Europe's transition to the knowledge society and continue showing how innovative and creative this continent is.”

The nine conferences who joined forces

[LIFT](#), Geneva, 6-7-8 February 2008
[Leweb](#), Paris, 11-12 December 2008
[Reboot](#), Copenhagen, June 2008
[Picnic](#), Amsterdam, 25-29 September 2007
[DLD](#), Munich, 20-21-22 January 2008

[SIME](#), Stockholm, 14-15 November 2007
[Kinnernet](#), Ohalo, Israel, 10-12 April 2008
[Aula](#), Helsinki, June 2008
[Blogak](#), Bilbao, May 2008

About LIFT

Created in 2005 by Laurent Haug, a 31-year-old French entrepreneur, LIFT is a three-day conference that gathers the actors of technological change to discuss the impact of new technologies on our society. An open and interactive event, the conference is a unique mix of talks, art installations and networking.

The 2007 conference offered more than 40 presentations and welcomed some 550 delegates from 30 countries.. The event was covered by Swiss and International media including TSR, Le Temps, the BBC, the Guardian and Europe1. The program of the 2008 edition will be announced mid-October, at which time registration will open.

For more information visit LIFT's press liftconference.com/press or the conference's Facebook group at the following address: [facebook.com/group.php?gid=2238325407](https://www.facebook.com/group.php?gid=2238325407).

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