

Interactive discussions @ Elevate Festival 2011

Graz, 10/10/2011 – With a live videostream, a microblogging system and #hashtags for all events, the Elevate Festival opens up to the communication channels of the 21st century.

Communication channels and interaction are getting more and more attention at the Elevate Festival. In addition to the live-videostreaming project “Mediachannel”, which has been successfully established a few years ago, the festival features a new microblogging system called status.elevate.at, which is comparable to Twitter.

Twelve discourse-events will be broadcast live on the Mediachannel. Audiences from all around the globe have a possibility to watch the events live. The Austrian TV channel okto.tv is broadcasting six discourse-events as an official media-partner of the festival.

By using Twitter, Diaspora or status.elevate.at the audience can comment on the events. Every event has its own #hashtag, to characterize the postings – before, during and after the festival. The #hashtags work like a code to filter messages out of the communication channels. Marked questions and opinions of visitors will be sent to an interaction-manager, who will pass them on to the moderator.

The general festival hashtag is #E11fest. Event-specific webpages, where detailed information about the guests and topics can be found (for example visit: <http://2011.elevate.at/e11tech>) match the names of the hashtags.

“This year we offer even more ways for the audience to interact and become part of the discourse – even before the festival starts. We are looking forward to getting input, opinions and questions from all over the world”, says Daniel Erlacher, who has established the Mediachannel and the microblogging system with the Elevate team.

Internet Links:

Mediachannel live video stream: <http://2011.elevate.at/mediachannel/>

Microblogging: <http://status.elevate.at>

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