Myers Media Business Network and Vision Critical Launch Media Village

Contributed by Myers Media Business Network / Vision Critical
Thursday, 30 May 2013
Last Updated Tuesday, 03 September 2013

Myers Media Business Network, best known for its publications, websites, research resources and economic forecasting tools that serve media, advertising, marketing and entertainment professionals, and Vision Critical, the leading provider of insight community technologies, today announced the launch of Media Village, the industryâ€™s first, exclusive social knowledge network. Media Village (www.mediavillage.com), powered by the Vision Critical Insight Community technology platform, will provide executives in media and entertainment with a unique portal for shared insights, practices, knowledge, ideas and social connections.

Media Village, underwritten by more than 100 leadership companies, will provide professionals in all stages of their careers with the resources and support they require for career advancement, social engagement and corporate development. Through its many features, Media Village will foster an industry-wide sharing of feedback and opinions that will be used to:

â€¢Â Â Â Improve service and encourage support from membersâ€™ industry partners
â€¢Â Â Â Advance collaboration among media companies, agencies and marketers
â€¢Â Â Â Assure that membersâ€™ interests are recognized and that those opinions will be heard on leading industry issues
â€¢Â Â Â Broaden industry awareness through exposure to MediaBizBloggers, MediaBizBuzz, Women in Media Mentoring Initiative and the Jack Myers Media Business Report

Members of the Media Village community will have the opportunity to connect and participate in social events, engage in online and mobile industry games and competitions and vote for industry awards and prizes. To address the need for greater career opportunities for women (with an emphasis on diversity), Media Village will link to Women in Media Mentoring Initiative (www.WIMMI.net) with programs dedicated to supporting women at all stages of their careers.

â€œIn todayâ€™s fast-moving business environment it takes a Media Village to deliver a meaningful platform to share ideas, insights, perceptions and opinions,â€• said Jack Myers, media ecologist and chairman of Myers Media Business Network. â€œWe are thrilled to be working with Vision Critical. Its technology enables us to gather market knowledge and manage member engagement and satisfaction in an unprecedented way.â€• Myers added, â€œIâ€™m also equally grateful for the suppo so many companies in underwriting our industry intelligence and social programs. This is truly a shared commitment and with such a strong foundation, weâ€™re enthusiastic about both the present and the future.â€•

â€œWorking with Myers Media Village is an exciting opportunity for Vision Critical to help foster a true sense of community in the media, agency, marketing and entertainment worlds,â€• said Bruce Friend, president of media and entertainment at Vision Critical. â€œThe need to remain connected and engaged for both individual and industry betterment is essential in the quickly moving media and entertainment landscape. The Media Village community will now be a great place to explore ideas, topics and more.â€•