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CONECTA CREATIVE LAB 2026

Conecta CREATIVE LAB is a unique one-day event designed to reflect, learn and foster collaboration, specially created for professionals from the international audiovisual industry.

Entrepreneurs, investors and industry experts will come together to discuss trends, share experiences and explore innovative solutions to the challenges facing the sector.

This premium activity, supported by the Consell de Mallorca and the Palma City Council, will take place on Monday, May 25, in Palma at the monumental Castell de Bellver and Centro Cultural La Misericordia (Mallorca, Balearic Islands).

Conecta CREATIVE LAB forms part of the international event CONECTA Magaluf-Mallorca, taking place from May 25 to 28.

PROGRAMME

Strategic Conversations in a Reserved Environment

Monday, May 25, 2026 • Centro Cultural La Misericordia — Palma de Mallorca

An exclusive experience designed to foster conversations that rarely take place in open settings.

A group of international audiovisual professionals will gather in a **reserved working environment** to share real experiences, compare perspectives and debate the challenges that are reshaping the industry.

Through **rotating working tables moderated by experts**, participants will address strategic questions around the key themes shaping the present and future of the sector, such as the evolution of business models, IP development, digital transformation and new financing models.

The day will feature the participation of **international consulting, analytics and research firms**, whose experts will provide data-driven insights and moderate each discussion and reflection table. Participants include **Gloria Saló (GECA)**, **Laure Steinvilleville (Glance)**, **Diego de la Vega (European Audiovisual**

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Observatory), **Sophie Valais** (European Audiovisual Observatory), **Jaime Otero** (Parrot Analytics) and **Maria Rua Aguite** (Omdia).

As a result of this meeting, the **CONNECTA Mallorca Report** will be produced — a strategic document compiling the main conclusions and recommendations generated throughout the day, offering a collective vision of the challenges and opportunities shaping the future of the audiovisual sector.

AGENDA

Monday, May 25, 2026

09:30 – 10:30

Castell de Bellver — An Inspiring Starting Point

The day begins with a private guided visit to **Castell de Bellver**, one of the most unique historical landmarks and viewpoints in Palma.

This iconic setting, offering panoramic views over the city, provides an exceptional backdrop to begin the day and encourage the first connections among participants in a context that combines heritage, creativity and strategic vision.

*Visit offered by **Palma City Council***

11:00 – 12:00

Institutional Opening · Consell de Mallorca, followed by Welcome Coffee

A moment preceding the strategic conversations.

Before the sessions begin, participants will have the opportunity to attend a brief presentation from the **European Audiovisual Observatory** on its latest reports, along with key industry data presented by the moderators of each table.

*Space offered by **Consell de Mallorca***

*With co-sponsorship from **ICEX** and **SOLWORKS***

12:00 – 14:00

Rotating Working Tables — First Block

The core of the Creative Lab.

Participants will be distributed across tables moderated by industry experts, who will guide discussions around previously defined strategic questions.

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Each session is designed to encourage open exchange of experiences, identify shared challenges and explore possible solutions from different professional perspectives.

14:00 – 16:00

Networking Lunch at Restaurante Andana

A space designed to continue conversations in a more informal setting, strengthen professional relationships, expand participants' networks and experience Mallorcan gastronomy.

16:00 – 17:30

Rotating Working Tables — Second Block

The day continues with new table rotations, allowing participants to broaden perspectives, compare ideas and enrich the collective discussion.

17:30 – 18:00

Closing — Conclusions

At the end of the day, each table will share its main conclusions with all participants, contributing to the development of the **CONNECTA Mallorca Report**.

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