



For Immediate Release:

HISTORY MAKERS INTERNATIONAL TO BECOME THE IMPACT MEDIA SUMMIT IN 2013

Toronto, ON (August 14, 2012) – History Makers International today announced that, in keeping with the evolution of the industry, the event has re-launched as the Impact Media Summit, demonstrating a commitment to reaching out across the globe to engage with new audiences who are expanding the boundaries in History, Current Affairs, Archives and Documentary programming.

“So, why the new name?” said Michael Katz, Vice President, International Programming and Production at A&E Networks and Chair of the Impact Media Summit, “because we believe we have outgrown the old moniker and definition of the “History Congress”. This re-brand is an opportunity for us to focus on the benefits to attendees and broaden the scope of our program and in short, demonstrate that our annual event truly impacts our constituency.”

“As always we will continue to meet our community’s demand by providing international development and co-production opportunities, as well as explore the growing impact and advantages of digital and social media in this space. Producers, broadcasters, archives and researchers from over 20 countries will gather in New York City to share, debate and celebrate the biggest ideas in History and Current Affairs,” added Vanessa Lewis, Executive Producer of the Summit. “This is an exciting time and History is hotter than ever. The Impact Media Summit is a unique forum for international commissioning executives and program makers creating some of the world’s best non-fiction traditional and multi-platform programming.”

About the Impact Media Summit

The Impact Media Summit, now open for [registration](#), will take place January 23rd to 25th 2013 at the Crowne Plaza Hotel, Times Square, New York City. International producers, broadcasters, archives and researchers will be attending. Highlights of the event include programming streams specific to historical programming, archives, current affairs, documentary, including docu-series and documentary style reality programming, as well as the internationally renowned Impact Media Awards (formerly History Makers Awards), attracting submissions from around the globe.

www.impactmediasummit.com

About Achilles Media

The Impact Media Summit is produced by Achilles Media Ltd., an international business-to-business media and facilitation company serving the media and investment industries. Achilles Media communities include: The Banff World Media Festival; the Canadian Innovation Exchange (CIX); and the Digi Awards. For more information, visit www.achillesmedia.com

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