



Influencer Conference 2014

Creative Brief for Alchemy

What is Influencer Conference?

Influencer Conference (InfluencerCon) exists at the intersection of values, culture, creativity & commerce.

InfluencerCon is a global content platform that identifies and supports influencer culture globally. Influencer culture is the unique space occupied by artist, entrepreneurs, innovators, philanthropist & technologist. By bringing tastemakers and game-changers across industries and territories together, InfluencerCon establishes itself as the standard bearer for those who are pushing boundaries and creating what is “NEXT”.

InfluencerCon breaks down traditional “silo-ed” thinking and encourage cross functionality. Our community presents a unique opportunity to immerse oneself in authentic influencer culture. Creativity, open and fair exchange, passion, collaboration and a commitment to rich and authentic experiences are critical elements of influencer culture. In turn, the InfluencerCon global community connects those engaged in meaningful and sustainable pursuits and assists them in actualizing their vision.

What is Alchemy?

Alchemy, is a digital journal companion piece to the physical conference. The definition of alchemy is *the medieval forerunner of chemistry, based on the supposed transformation of matter. It was concerned particularly with attempts to convert base metals into gold or to find a universal elixir.* This defines exactly what we are seeking to do. Convert ideas and insights into something larger, more connected, shareable with universal elements. Alchemy allows us to go beyond our host cities and engage influencers who might not be able to attend or speak.

2014 Conference Theme - “Gatekeepers/crashers: Thriving or Dying?”

The advent of technology and digital media was supposed to herald the end of the age of gatekeepers. The 21st century promised the democratization of communication and access. Now, almost 15 years into a new century, it begs the question whether that has truly been the case? Has the power and privilege of gatekeepers subsided or, has the expansion of technology actually had the opposite effect, increasing their reach and power?

For all of the talk of the democratization of the creative process, gatekeepers are more firmly entrenched than ever. How do creators of arts based culture navigate and succeed, as the gates get higher? How do well-meaning gatekeepers connect to and enhance existing cultural ecosystems? We pull the covers back and reveal the true machinations behind culture, commerce and influence by bringing gatekeepers and gatecrashers face to face...a modern day showdown between new age Visigoths and their roman emperor counterparts

Blog post detailing more [here](#).

Your submission

We are seeking essays of at least 500 – 750 words from thinkers on the front line of this conversation. These essays will be included in Alchemy in order to further our discussion of these ideas and keep the dialogue going beyond the physical conference. Published under a creative commons license, Alchemy will be available via download from our website. The essay submission can (1) expand on the conference theme generally or hone in on a specific industry element (2) respond to a particular speakers ideas or opinions or (3) pose a separate perspective on the idea of gatekeepers/crashers. We do not seek those who necessarily agree with our perspective; rather we encourage those who can provide fresh and valuable insights to this question.

To express interest, please contact Philip L. McKenzie at Phil@influencercon.com