# Global TV Host and Creator Simonetta Lein to Join Fly Connect, Global Tourism and Leaders Summit 2026 in Armenia

*International television and celebrity Instagram Star **Simonetta Lein** is set to attend the Fly Connect Global Summit 2026 to discuss Media Innovation*

YEREVAN, ARMENIA, September 23, 2026 /EINPresswire.com/ -- The international summit will bring together cultural leaders, media creators, technology innovators, entrepreneurs, startup founders, digital influencers, investors and industry leaders for a week focused on cultural exchange and media awareness and discussions about the rapidly changing relationship between artificial intelligence, technology, entrepreneurship and the global creator economy.

> “My show has always been about people, stories, and connection. I’m excited to join creators and innovators exploring how technology can support us, not replace us.”
>
> *Simonetta Lein*

Simonetta Lein's participation adds a distinctive media and storytelling perspective to a gathering centered on innovation.

As the creator and host of *The Simonetta Lein Show*, Lein has built a digital-first media platform that connects audiences with influential voices across entertainment, business, culture, entrepreneurship and social impact. Her work sits at an increasingly important intersection: where traditional television meets digital media, where storytelling meets technology, and where creators build audiences and platforms beyond conventional media structures.

## A VIP Guest at the Center of the Creator Economy Conversation

Lein joins Fly Connect at a moment when artificial intelligence is rapidly changing the way content is created, distributed and experienced.

For creators, AI is opening new possibilities while also raising important questions about originality, authenticity, trust, ownership and the future relationship between technology and human creativity.

As a creator who has built a significant digital media presence through conversation and storytelling, Lein brings an experience rooted in the human side of media.




Her participation will contribute bringing the international attention to an international cultural Summit, with also discussions around how creators can use emerging technologies while maintaining the personality, connection and authenticity that make audiences engage with their work.

“We are excited to have the incredible Simonetta Lein joining us and being part of a global gathering that brings creators, entrepreneurs, and new ideas into the same room. There is so much to learn when we come together and her expertise as one of the top KOL in the world is invaluable,” says the event organizer Artur Kirakosian

> **“My show has always lived at the intersection of storytelling and digital media.” says Simonetta Lein.**

## From Television to Digital Media

The creator economy has transformed the traditional definition of a television personality.

Audiences are no longer limited to scheduled broadcasts or traditional networks. Today, creators can build global communities through digital platforms, develop their own media brands and communicate directly with audiences across borders.

*The Simonetta Lein Show* reflects that evolution.

The show has developed a digital-first approach to conversations with people from entertainment, music, business, fashion, entrepreneurship and culture. Its format allows audiences to see more than a public persona, focusing on the stories, experiences and ideas behind the individuals being interviewed.

That digital foundation makes Fly Connect a natural environment for Lein.

The summit's focus on culture, media, startups and creators reflects the same broader

transformation taking place across the media industry: the boundaries between television, social media, entrepreneurship, technology and personal branding are becoming increasingly interconnected.

## Where AI Meets Storytelling

Artificial intelligence is becoming one of the defining technologies of the current digital era.

For creators, its potential extends beyond automated content production. AI can assist with research, editing, translation, personalization, audience analysis, production workflows and the development of new forms of digital storytelling.

At the same time, the rapid development of AI is creating new conversations about how technology should be used responsibly.

Questions around authenticity, disclosure, intellectual property, human creativity and the relationship between creators and their audiences are becoming increasingly important.

These conversations are particularly relevant to a platform such as *The Simonetta Lein Show*, where human stories and personal connection remain central to the viewing experience.

Lein's participation at Fly Connect will therefore bring the discussion back to an essential question:

**How can technology expand creativity without replacing the human story at its center?**

## Connecting Creators Across Borders

One of the defining characteristics of today's creator economy is its global nature.

A creator can be based in one country, build an audience in another and collaborate with partners on the other side of the world.

That international nature of digital media is reflected in Fly Connect's gathering of creators, innovators and entrepreneurs in Armenia.

For Lein, the summit represents an opportunity to connect with emerging voices and explore the ideas shaping the next generation of digital media.

Her participation also reflects the increasingly international nature of her own work.

Through television, digital media, fashion, entrepreneurship and philanthropy, Lein has developed a career that crosses industries and borders.

Her presence in Yerevan brings that international perspective into a community focused on building new ideas and new connections.

## A Platform for the Next Generation

The creator economy has also changed the way people think about professional opportunity.

Young entrepreneurs and creators no longer necessarily need to wait for traditional institutions to discover them before they can begin building an audience, developing a business or sharing their ideas.

Digital platforms have created new pathways for individuals to become founders, storytellers, educators, entertainers and entrepreneurs.

This is particularly relevant to Lein's approach to media.

Rather than viewing digital platforms simply as distribution channels, she has used them as spaces where conversations can happen, communities can develop and new voices can be introduced to audiences.

Her participation at Fly Connect allows that experience to become part of a broader conversation with emerging creators and technology entrepreneurs.

## The Future of Brand and Creator Collaboration

Another major area of discussion at the summit will be the changing relationship between creators and brands.

As audiences increasingly look to individual creators for information, entertainment and cultural influence, brands are developing new ways to collaborate with personalities who have built trusted communities.

For creators, this creates opportunities to build businesses around their platforms while maintaining a clear identity and relationship with their audiences.

Technology can help brands and creators understand audiences, develop content and create new forms of engagement, but successful collaboration still depends on credibility and authentic storytelling.

Lein's experience across television, fashion, digital media and philanthropy gives her a perspective that crosses those different worlds.

## Armenia as a Meeting Point for Innovation

Holding the summit in **Yerevan, Armenia** places Fly Connect within a growing international conversation about cultural changes, technology, entrepreneurship and innovation.

The event provides an opportunity for local and international participants to meet, exchange ideas and explore potential collaborations.

For international creators, gatherings such as Fly Connect can provide access to new markets and communities that might otherwise remain outside their immediate networks.

For emerging entrepreneurs and creators in Armenia and the wider region, the presence of established international media and digital personalities creates opportunities for cross-border conversations and connections.

Lein's role as a VIP Guest contributes to that exchange.

Her participation brings together two worlds that are increasingly connected: the established entertainment and media industry and the rapidly developing technology and creator economy.

## More Than Content

At the center of the creator economy is content, but the industry has grown beyond simply producing posts, videos or interviews.

Creators are increasingly becoming entrepreneurs, founders, community builders and media companies in their own right.

They develop intellectual property, launch businesses, build partnerships, create products and use their platforms to support causes they care about.

Lein's career reflects that broader evolution.

Her work combines media, entrepreneurship, fashion, philanthropy and digital storytelling, demonstrating how a modern media personality can operate across several connected industries.

That perspective will be particularly relevant at a summit designed to bring together people working across technology and creativity.

## A Conversation About What Comes Next

Fly Connect comes at a time when the future of media is being shaped by several major forces at once.

Artificial intelligence is changing production.

Social platforms are changing distribution.

Creators are changing the relationship between audiences and media personalities.

Startups are developing new technologies and business models.

And audiences are increasingly looking for content that feels personal, authentic and meaningful.

The convergence of these trends creates both opportunities and challenges.

For Lein, the answer is not to choose between technology and human creativity, but to explore how the two can work together.

Her appearance at Fly Connect will contribute to that conversation by bringing the perspective of a creator who has built a digital media platform around human connection.

## Looking Ahead

As a VIP Guest at the **Fly Connect Global Tourism and Leaders Summit 2026**, Simonetta Lein joins an international gathering focused on what comes next in technology, entrepreneurship and digital creativity.

Her participation reflects the changing nature of media itself.

The future is no longer defined solely by television networks, traditional publishing houses or established institutions. Digital creators are building their own platforms, developing international audiences and becoming important voices in culture and business.

AI is accelerating that transformation.

The challenge — and opportunity — is determining how creators can use these tools while keeping creativity, authenticity and human connection at the center.

For Lein, that conversation begins from familiar territory.

**Storytelling.**

*The Simonetta Lein Show* was built around the belief that every successful person has a story worth hearing. As technology evolves, the tools for telling those stories may change, but the human desire to connect through them remains.

Fly Connect provides a platform for that next conversation.

And in Yerevan this November, Simonetta Lein will be there as a VIP Guest to explore where digital storytelling, creativity and artificial intelligence go next.

**Fly Connect Global Tourism & Leaders Summit 2026** takes place in **Yerevan, Armenia, November 14 - 19, 2026**.

Media Department
Ausonia Partners
+1 215-909-2530
email us here
Visit us on social media:
Instagram
X
Other

This press release can be viewed online at: https://www.einpresswire.com/article/944029746

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.