

## ISE announces Conference Programme for 2023



Business leaders, innovators and technology pioneers will be tackling some of the most thought-provoking issues, market trends and inspirational ideas from across the AV and integrated systems sector as details of the ISE Conference Programme for 2023 are revealed. New this year, the extensive line-up of events sees CEDIA producing the Smart Home Technology conference and AVIXA programming the other conferences and inaugural Tech Talks, to bring deep industry insight backed by global organizations that track trends daily. In addition, the conferences will take place in a new home - the modern, purpose-built conference rooms on the upper level of the Fira Gran Via - for an even better attendee experience.

You can register now to reserve your seat and make the most of ISE's early bird discount. CEDIA and AVIXA members also receive a 30% discount on paid-for conferences. The four-day programme of events supported by Lang as Technology Partner and Shure as Audio Partner, starts with:

Under the theme 'The Best Smart Tech is Yet to Come', Smart Building Conference, sponsored by KNX, takes place in CC4.1 and runs from 10:30 - 17:15. It will explore topics including lower energy costs, healthier buildings, more control and automation, and improved work environments. It will also look at the role of IT and OT as Big Data, AI and digital twin technology change the building network landscape.

Confirmed speakers include Erik Ubels, Consultant; Dan Drogman, Smart Spaces; John Brough, Delta; and Matthew Marson, JLL. Conference Chair Bob Snyder said: "I

can't imagine a better way to get an overview of the built environment, which is changing rapidly and getting even smarter. Additionally, SBC gives an opportunity to see which parts of smart building might be interesting to add to your business – and gives you access to other integrators who have figured out their roles.”

The Smart Home Technology Conference, formerly called CEDIA's Professional Development Programme, runs Tuesday through to Friday in CC1 and will see CEDIA deliver more than 65 hours of content. This conference covers a wide range of industry trends like wellness, hospitality, and assisted living, as well as hot topics like gaming, AI, and slow technology. Designed for delegates to choose sessions throughout the week, attendees can book sessions 'a la carte' or purchase a CEDIA Pass which provides access to the entire programme.

The conference will challenge integrators to creatively incorporate tomorrow's needs into today's businesses to achieve sustainable profits. Technical sessions feature a four-part deep dive into designing, implementing, and managing bass in private entertainment spaces, as well as a half-day RP22 Audio and Room Design Recommended Practice Workshop focusing on objective levels of performance that will define the immersive experience. Browse sessions that enhance your networking skills, infrastructure and cabling for the modern home, timing-aware networks, WiFi 6, and Power Over Ethernet. Business sessions will ensure you have the right mindset and processes in place to set your business up for success. From overcoming recruitment challenges and managing subcontractors to creating a break-even analysis, you will apply tools to keep your business successful and profitable.

Co-produced by invidis and Integrated Systems Events, Digital Signage Summit ISE begins on the morning of Wednesday 1 February in CC5.1. Exploring the theme of the Power of Pixels, this always insightful C-Level conference will feature digital signage experts, thought leaders and leading technology and service suppliers as they take a deep dive into hot topics such as the role of digital signage in omnichannel retail, green signage and what's next for the sector.

Conference Chair and Managing Director, invidis consulting, Florian Rotberg, said: “DSS ISE offers a great overview of the latest trends and inspires how to unleash the power of pixels for integrators as well as for end users. It's a half-day well spent, with exclusive insights into how to bring the technology showcased at ISE to maximum use.”



Also taking place on the morning of 1 February, Control Rooms Summit, sponsored by Guntermann and Drunck in CC5.3, will delve into the huge topic of data. Case studies and presentations from expert speakers from across the academia, supplier and user communities will focus on how to make optimum use of growing data streams in order to make critical decisions in a timely manner.

Conference Chair Chris Dreyfus-Gibson said: “We’re coming to a point where the incremental increase around data that comes into control rooms means that we’re dealing with a mass of data in a way that we’ve not had to do before. The conversation I want to have at the summit is to say, ‘look, we know we have all this data, what are we doing about it? How are we transforming that data really quickly?’”

CRS will also seek to address key questions for the industry, such as how to make the best use of AI and machine learning to drive useful insight to support critical decision making; how to get the right information to the right people when they need it; how to visualise this vast amount of data in a way that doesn’t overwhelm control room staff; and what impact this changing relationship with data will have on the role, skills and training of control room operators. Attendees of both the Control Rooms Summit and the Digital Signage Summit can also enjoy a combined networking lunch after sessions have finished.

The afternoon of 1 February sees the Education Technology Summit take place in room CC5.3. This year's theme is 'Connected, Compassionate and Creative: Edtech for a Changing World'. The summit will encourage attendees to look both forward and inward, bringing state-of-the-art technologies and reflective discussions on the relationship between humans and digital technology.

One highlight is set to be Jo-An Kamp from Fontys University, who will deliver a keynote presentation provoking the audience to think about the assumptions and influences that feed into the design of the digital tools we use for learning and the uses we make of data to personalise experiences. These insights will give attendees a valuable compass to join a range of other colleagues in exploration of what the metaverse might mean for learning. Sustainability, mental health and wellbeing, the need for compassionate pedagogy and more will also be up for discussion.

"This year's speakers will provoke you to think and to question assumptions. I hope they will also inspire you to see how a humane approach to technology helps us design more effective learning experiences that are better for our students and our planet," said Conference Chair Gill Ferrell.

On Thursday 2 February, Smart Workplace Summit, sponsored by Shure, in CC5.1, will explore New Priorities for the Workplace, sharing the newest technology and the latest thinking on strategies to move forward in smart workplaces. The summit will also bring together thought leaders and product innovators to move past the pandemic-related uncertainty to now chart specific courses of direction for companies, their integrators and their vendors. Speakers include Sonal Bisht, Head of Global Markets Strategy – Corporate Affairs, HP; Ken Dooley, Head of Smart Office, Haltian; John Marshall, President and CEO, Useful; and Lee Styles, Partner, Kromers. Attendees will also be able to hear in person from high-level executives from Google, Zoom, Microsoft and others.

"If the workplace and smart office is your bailiwick, then spending a few hours with us at ISE 2023 will help you with the focus you'll need to succeed. We work really hard in this AV industry and sometimes we forget to take step back and look at the wider picture - to open ourselves up to new ideas and new thought leaders," said Conference Chair Bob Snyder.

The Inner Workings of the Live Events Market is the theme of this year's Live Events Summit, which takes place on the afternoon of 2 February in CC5.3. Featuring insights from individuals involved in some of 2022's biggest tours and live shows, as well as an in-depth look at the latest technological innovations likely to feature on global stages in the coming years, the summit will also explore the challenges and opportunities facing the sector. Sessions include a look behind the scenes at a major world tour, speaking to those involved discussing the challenge any production faces in 2023, and an exploration into how music venues will change in the coming years as well as the latest developments already impacting the live touring landscape.

“The summit will be a forum to explore some of the changes we are likely to see in the live market in the coming few years and what the tours of tomorrow may look like,” said Conference Chair Stew Hume. “It will look at some of the latest technological trends and hear from a number of thought leaders who are working at the coal face of the live events sector to make live events even more spectacular year after year.”

Another new summit for 2023 is the Content Production & Distribution Summit taking place on Tuesday 31 January in CC5.3. Content production and distribution technologies are growing in relevance for the professional AV market with end-users and vendors increasingly seeking to create and disseminate high-quality video content for commercial and informational use. This summit will explore the strategies and technologies behind the creation, management and distribution of video content and explain how the power of a story can be unleashed to the world through the use of easy to access technology. The summit will be chaired by Ciarán Doran, a consultant and senior executive with extensive experience of the worlds of broadcast, content production and AV technology.

“At ISE 2023 I’m delighted to be chairing the new the Content Production & Distribution Summit where we will discuss with senior industry executives the technical, creative and commercial challenges facing them as they create exciting new media channels for their markets and consumers,” said Doran.

Aside from the main conference programme, a new series of Tech Talks, curated and produced by AVIXA, will also run throughout all four days of the shows in room CC4.1. These free-to-attend sessions are designed to give visitors the opportunity to learn about technology innovations and business developments, with both English and Spanish language sessions on offer. Tech Talks will be given by experts on the cutting edge, bringing new ideas, sharing best-practice case studies and offering a glimpse of the state of the art at ISE 2023.

“We are excited to bring out global, year round work exploring industry best practices and trends to the ISE programme for 2023,” said Pam Taggart, Vice President of Content Creation at AVIXA. “Taking on production of the Tech Talks in both English and Spanish-language, as well as conferences, together with CEDIA allows us to bring new voices, thought-leaders and content areas to the expanding and continually changing ISE audience.”

English-language sessions will cover topics including the Metaverse and how companies are factoring it into their business strategies; using video games to treat and rehabilitate patients; and the latest in innovative physical presence displays and immersive experiences. A series of sessions will also dissect the challenges arising from the ever-changing business climate – sharing solutions that look at new revenue streams from how companies can manage, service and commercialise their connected devices to how AV is changing to meet the IT needs of today and support the needs of digitally transformed enterprises into the future.

Spanish-language Tech Talks Español sessions will feature speakers from a variety of Catalonia-based and other Spanish organisations and partners. On Tuesday 31 January, The Clúster AV of Catalunya will host a session entitled 'Stagecraft: The new revolution on virtual sets', featuring David Jorba, Alex Thomas and Toni Mena from the network. There will also be a session on IT + AV - Optimising Solutions and Results. The next day will see blockchain and NFT being discussed in Blockchain and NFTs in the AV Industry as You Have Never Heard Before, while on Thursday 2 February, digital signage specialist Rafael Negro will deliver a keynote on revolutionising the themed restaurant. The CEDIA Smart Home Technology Stage, located in the Residential & Smart Building Zone (Hall 2), will host free-to-attend events every day throughout the show.

Whether you want to look ahead to the future of the smart home, explore how to collaborate more with other trades, or learn how to engage with your trade association and make the most of your membership, CEDIA has programming to make your ISE 2023 experience worthwhile. With dozens of free talks, the CEDIA Annual General Meeting, and ISE's Stand Design Awards, the Smart Home Technology Stage (stand 2F350) will offer an abundance of valuable information, engaging discussions, and learning and networking opportunities.

Mike Blackman, Managing Director at Integrated Systems Events, said: "With less than two months to go until the start of ISE 2023, we're delighted to release details about the extensive conference programme we'll be delivering. There's no doubt it looks set to be an engaging four days that simply can't be missed. This year we've designed the programme to offer focused summit sessions that are the perfect complement to what you'll see on the ISE show floor. I've no doubt it will provide a great experience for those who want to undertake professional development and explore the latest industry trends as well as see what's new across the pro AV industry."

Tickets for the paid for conferences can be booked now. For more information or to register for ISE 2023 visit the website below. Integrated Systems Europe, ISE 2023, will take place at Fira Barcelona Gran Via, 31 January - 3 February 2023.

[www.iseurope.org](http://www.iseurope.org)