PRESS RELEASE - FOR IMMEDIATE RELEASE

Integrated Systems Events launches digital RISE Spotlights

All-digital monthly events, produced in partnership with TNW, to deliver insight, opinion and networking

MUNICH 11 NOVEMBER 2020: Integrated Systems Events, the organiser of the Integrated Systems Europe (ISE) show, announces a monthly series of free-to-attend digital events and engaging content.

Launching this month, RISE Spotlights are a unique forum for thought leadership and opinion, aiming to spark conversation in the industry, as well as drive engagement between ISE attendees, exhibitors and partners in advance of ISE 2021.

The monthly two-hour RISE Spotlight events will be produced in partnership with The Next Web (TNW), a world-leading technology media brand with extensive reach among global and technology businesses. TNW will support the digital events with unique content from global subject experts, technology entrepreneurs and start-ups. Content includes roundtable discussions, interviews and interactive virtual hangouts.

The monthly Spotlights will focus on key solutions areas at ISE 2021. The first RISE Spotlight, at 14:00 CET (13:00 GMT) on Tuesday 24 November, will centre around unified communications and collaboration technologies and take the theme of ‘Workspace Evolution’. The COVID-19 pandemic has accelerated the shift to remote working and opened up a debate about what the future of work will look like. This event will offer insight into the latest trends and explore how companies and individuals should equip and organise themselves to adapt to the new norms of work.

Participants in the RISE Spotlight on Workspace Evolution include:

- **Marit Janssen, Transformation Consultant, ABN AMRO**
  Marit’s work involves transforming, nudging and facilitating change in processes and behaviour within organisations. She has a strong sense of what the future could be like and what this requires for culture and leadership.

- **John Egan, CEO, L’Atelier**
  L’Atelier is a foresight business that is part of international banking group BNP Paribas. John deploys an interdisciplinary team of economists, journalists, scientists
and researchers to identify investable opportunities at the intersection of technological and social change.

- **Jon Sidwick, President, Collabtech Group**
  Following 23 years at international pro AV distributor Maverick AV Solutions, Jon this year moved into the UC collaboration and AV services business by becoming President of Collabtech Group, a global company focused on helping people work better together through services and enablement solutions.

- **Sean Wargo, Senior Director, Market Intelligence, AVIXA**
  Sean is responsible for helping AVIXA realise its strategic goal to become the authoritative source for market intelligence in the AV industry through data capture, analytics expertise, insight delivery and world-class market research.

Mike Blackman, Managing Director of Integrated Systems Events, commented: “We’re excited to be joining forces with TNW to provide an ongoing learning experience for our industry. This programme of events will strengthen and bring together the AV community, providing valuable insight into a wide range of technologies and markets.”

Patrick de Laive, co-founder at TNW, commented: “We’re very much looking forward to working with ISE on the RISE Spotlights. We’ve delivered many highly successful digital events, having pivoted fully online since March, and can promise some thought-provoking tech leaders and start-ups who will be new to the ISE audience.”

The RISE Spotlight on Workspace Evolution is sponsored by Nureva, Inc. ([https://www.nureva.com/](https://www.nureva.com/)). Nureva is a technology-rich, multiple award-winning private company that imagines and builds audio conferencing solutions that solve the frustrating and persistent problem of poor audio performance in meeting and learning spaces.

Attendees can register for RISE Spotlights by visiting [https://www.iseurope.org/content-hub/rise-event-1/](https://www.iseurope.org/content-hub/rise-event-1/)

Integrated Systems Europe (ISE) 2021 will take place at the Fira de Barcelona, Gran Vía, on 1-4 June 2021. The conference programme will include the Workspace Evolution Summit.

For more information please visit: [www.iseurope.org](http://www.iseurope.org) and [www.thenextweb.com](http://www.thenextweb.com).

**Ends**

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Click here to download high resolution images from ISE 2020 and the ISE logo.
Click here to download high resolution images of the Fira de Barcelona.

**About Integrated Systems Events:**
Integrated Systems Events organises, manages and develops leading business-to-business events for the professional audiovisual, electronic systems integration and IT industries. Integrated Systems Events is a joint venture of the AVIXA and CEDIA trade associations. Its flagship event, Integrated Systems Europe, is the best-attended AV trade show anywhere in the world. After many successful years in Amsterdam, ISE is moving to the more spacious Fira de Barcelona in June 2021. Integrated Systems Events produces conferences and events that take place at Integrated Systems Europe and elsewhere, bringing together thought leaders and experts from around the world. These events include the Smart Building Conference, the Digital Signage Summit conference series (produced in association with invidis consulting), Integrated Systems Russia (produced in association with MidExpo), XR Summit (covering virtual, augmented and mixed reality), Digital Cinema Summit (in association with Digital Cinema Report), Hospitality Tech Summit (in association with HTNG) and the Control Rooms Summit (in association with ICCRA). Visit www.isevents.org.

About TNW (The Next Web):
TNW is a global digital brand that informs, inspires and connects people who love tech, through media, events, and services. Primarily known for its media outlet thenextweb.com and award-winning tech event TNW Conference, TNW also incorporates a co-working label, a global start-up database (Index.co) and delivers custom innovation programs to corporates and governments.

About AVIXA™:
AVIXA is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 11,400 enterprise and individual members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and is the leading resource for AV standards, certification, training, market intelligence, and thought leadership. Visit avixa.org

About CEDIA®:
CEDIA is the global trade association and central touch point for companies that design, manufacture, and integrate technology for the home. With a keen focus on education, workforce development, and industry standards, CEDIA continues to build on its more than 30-year legacy as the industry leader in delivering the resources that set members on a pathway to prosperity. CEDIA delivers market intelligence through proprietary research, fosters community within the channel, and cultivates awareness with industry partners, consumers, and connected stakeholders. CEDIA co-owns Integrated Systems Europe, the world’s largest AV and systems integration exhibition, and founded CEDIA Expo, the world’s largest annual residential technology show. Over 3,900 global CEDIA member companies deliver technology solutions that allow families to experience the best moments in life from the comfort of their own home – Life Lived Best at Home. To learn more about CEDIA, visit www.cedia.net.