



Press Release – for immediate release

Daniel Lamarre announced as ISE 2017 Closing Keynote

Cirque du Soleil President and CEO embodies creativity and commerce

AMSTERDAM, 27 September 2016: Integrated Systems Europe, the world's largest AV and systems integration exhibition, has confirmed that Daniel Lamarre, the President and CEO of Cirque du Soleil, will present the show's Closing Keynote speech on Friday 10 February 2017.

For over 30 years, Cirque du Soleil has been at the cutting edge of live entertainment creation and production with shows such as *Varekai*, *Amaluna*, *TORUK - The First Flight*, inspired by James Cameron's *Avatar*, *The Beatles LOVE* and *Michael Jackson ONE* combining stunning acrobatics, theatrics, visuals and music. Cirque du Soleil has consistently shown how creative expression can benefit from the adoption of the latest audio-visual technologies when used to enhance and compliment a show's key storylines. Today, the company operates across five continents and is the world's largest theatrical production company.

Before taking on his current role Lamarre enjoyed a long and distinguished career in international business development in the creative industries, including time spent with the TVA Broadcast Group, National Public Relations and Burson Marsteller.

Lamarre is currently responsible for Cirque du Soleil's business strategy and financial growth. He balances this with maintaining the integrity, culture and values of the company alongside overseeing Cirque du Soleil's creative department and the creation of all news shows. He believes that creativity is the key to successful commerce and cites his ability to alleviate fear for business people who look to operate on a global scale as one of his key attributes.

Two of Lamarre's greatest business achievements involve the music icons Michael Jackson and The Beatles. Cirque du Soleil's production of *LOVE*, based on The Beatles' music, is the only live show ever agreed upon by the group. The celebration of Michael

Jackson's work *ONE* was produced after fierce competition with other entertainment giants working with the performer's estate. Both accomplishments highlight Lamarre's highly developed business skills and his ability to connect and establish a close rapport with the giants of the creative community. In 2012 he collaborated on the creation of the C2MTL Conference, a one-of-a-kind coming together of leading creative and business professionals.

Lamarre said: "As emerging technologies continue to grow their influence on live entertainment, it is timely for me to participate in ISE 2017. I will have an opportunity to share my vision on how new technologies will have a huge impact on artistic content."

Integrated Systems Events (the producer of ISE 2017) Managing Director Mike Blackman commented: "ISE and its co-owners CEDIA and InfoComm International are proud to welcome Daniel Lamarre as our Closing Keynote for ISE 2017. It will be fascinating to hear the inside story of Cirque du Soleil from such a respected and successful business development expert."

ISE 2017 will take place at the RAI, Amsterdam from 7-10 February 2017.

Registration to attend ISE 2017 opens on October 1st 2016.

For more details visit: www.iseurope.org

Ends

Additional information is available from:

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[Click here](#) to download images

For interview requests with Daniel Lamarre, please contact:

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About Integrated Systems Europe:

Launched in 2004, ISE is the world's largest tradeshow for the professional AV and electronic systems industry. ISE 2017 will take place from 7-10 February 2017, and is expected to draw over 1,100 exhibitors and more than 65,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Custom Electronic Design and Installation Association (CEDIA) and InfoComm International®. For further information, please visit: www.iseurope.org.

About CEDIA™:

CEDIA is the international trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 27th year, and co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have their 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.

About InfoComm International®:

InfoComm International is the trade association representing the professional audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,000 members representing over 70,000 AV professionals worldwide, including manufacturers, dealers and distributors, systems integrators, independent consultants, live events companies, content producers, and end users from more than 80 countries. The association's training, certification, and standards programs are the benchmark of excellence for AV professionals, while its market intelligence informs business decisions daily. InfoComm International is the founder of InfoComm, the largest exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Asia, Latin America, and the Middle East. Find out more at www.infocomm.org.