TNW

· ISE and TNW announce strategic content programming partnership

TNW to bring 'tech festival vibe' to Barcelona

AMSTERDAM, 11 FEBRUARY 2020: Integrated Systems Europe and global media brand TNW (The Next Web) today announced a multi-year strategic relationship aimed at bringing the best of tech and innovation to ISE 2021 and its new Barcelona home.

Formed in 2006 and now one of the world's largest online media brands, TNW is primarily known for its news outlet thenextweb.com and award-winning tech event TNW Conference. The company also incorporates a co-working label, a global startup database and delivers custom innovation programmes to corporates and governments. The annual TNW conference in Amsterdam attracts senior executives from the world's leading business and technology brands.

As part of ISE's 2021 edition at Gran Via, Fira de Barcelona, on 2-5 February, TNW will program three new content tracks focused on technology and its impact on society. This will run in parallel to the Professional Development Programme produced by ISE, AVIXA, CEDIA, media partners and associations.

Pieter Paul van Oerle, Strategy Director at TNW, commented: "We're excited to be joining forces with the world's largest exhibition for AV and systems integration in shaping their next generation of conferences in their new hometown. Injecting the special TNW tech festival vibe into this world-leading event is a huge win for both of our organisations and audiences."

For ISE 2021 TNW will produce three distinct tracks exploring scalability, business development, government legislation, and innovation. The TNW program will be curated by TNW's content editors, working closely with the ISE conference team. The three TNW tracks will be designed to appeal to both exhibitors and attendees. These are:

Growth Quarters, a newly launched TNW media brand and content track that will bring together global experts and entrepreneurs to share insightful takes on scaling a business.

Startup City Summit, a platform to share insights and discuss the current and future role of local governments. This will be aimed at fostering the growth of tech ecosystems.

The Assembly, a gathering of leading European policymakers and business leaders to discuss how to balance regulation and innovation.

Mike Blackman, Managing Director of Integrated Systems Events, commented: "TNW is at the cutting edge of producing insightful and exciting technology content. We are delighted to be working with them and to bring their unique perspectives to the ISE community. The TNW tracks will perfectly complement our vertical market sector conferences and professional development programmes of AVIXA and CEDIA. It's a winning combination."

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Click here to download TNW logo.

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 (TQ.co), a global start-up database (Index.co) and delivers custom innovation programs to corporates and governments via TNW X.

About Integrated Systems Europe:

Launched in 2004, ISE is the world's largest tradeshow for the professional AV and electronic systems industry. ISE 2020 will take place from 11-14 February 2020 and is expected to draw over 1,300 exhibitors and more than 80,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Audiovisual and Integrated Experience Association (AVIXA) and the Custom Electronic Design and Installation Association (CEDIA). For further information, please visit: www.iseurope.org.

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

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