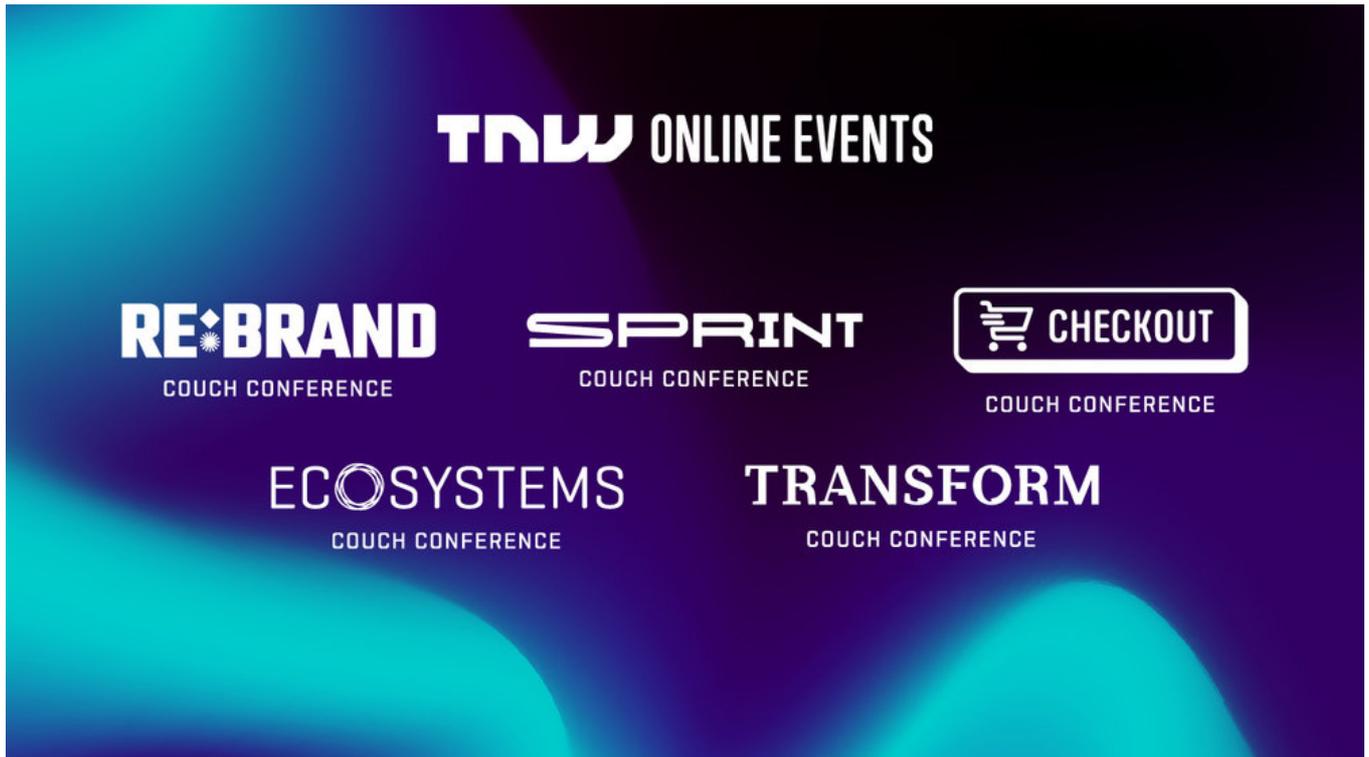




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TNW announces a new series of online events

TNW's Couch Conferences seek to connect and motivate the tech community around areas of change in the current times



28 April 2020 – In light of the recent global pandemic and its impact across industries, TNW – together with supporting partner We Are Live – announces a series of online events aimed at engaging communities in much-needed conversations about navigating the shifting landscape, outlining success strategies, and exploring solutions for recovery with the help of experts and decision makers.

Centered around five key topics, the TNW Couch Conferences will bring together leading minds in digital marketing, product strategy, ecommerce, government and startup collaboration, and corporate innovation, to share knowledge and deliver crucial insights to a worldwide audience.

The first event in the series – [Re:brand](#) – will be focused on branding and digital marketing strategies. On May 29, TNW is enlisting Rich Pierson (CEO, Headspace), Arjan Dijk (CMO, Booking.com), Jean Case (Chairman, National Geographic) and a whole line-up of top thinkers to discuss how brands can manage the current crisis and the ways digital marketers can adapt their strategies.

Patrick de Laive, Founder and CPO of TNW: “Companies are facing unprecedented times. The TNW Couch Conferences are our contribution to finding solutions to the many challenges that our community is now being confronted with. We’ve enlisted experts and top executives to host thought-provoking discussions, to inspire and educate our audience in an online only format. We’ve completely rethought events from a digital first perspective with a TNW flavor. We’re at the dawn of a new era for TNW, our audience, as well as the events industry as a whole.”

[TNW’s flagship event](#), which will take place in October 2020, is set to feature similar digital formats as part of a two-day festival.

More information about the Couch Conferences, including the agenda and details about registration, can be found at <https://thenextweb.com/events>

Re:Brand - May 29, 2020

Brand and digital marketing

Sprint - June 11, 2020

Digital product strategy

Checkout - June 18, 2020

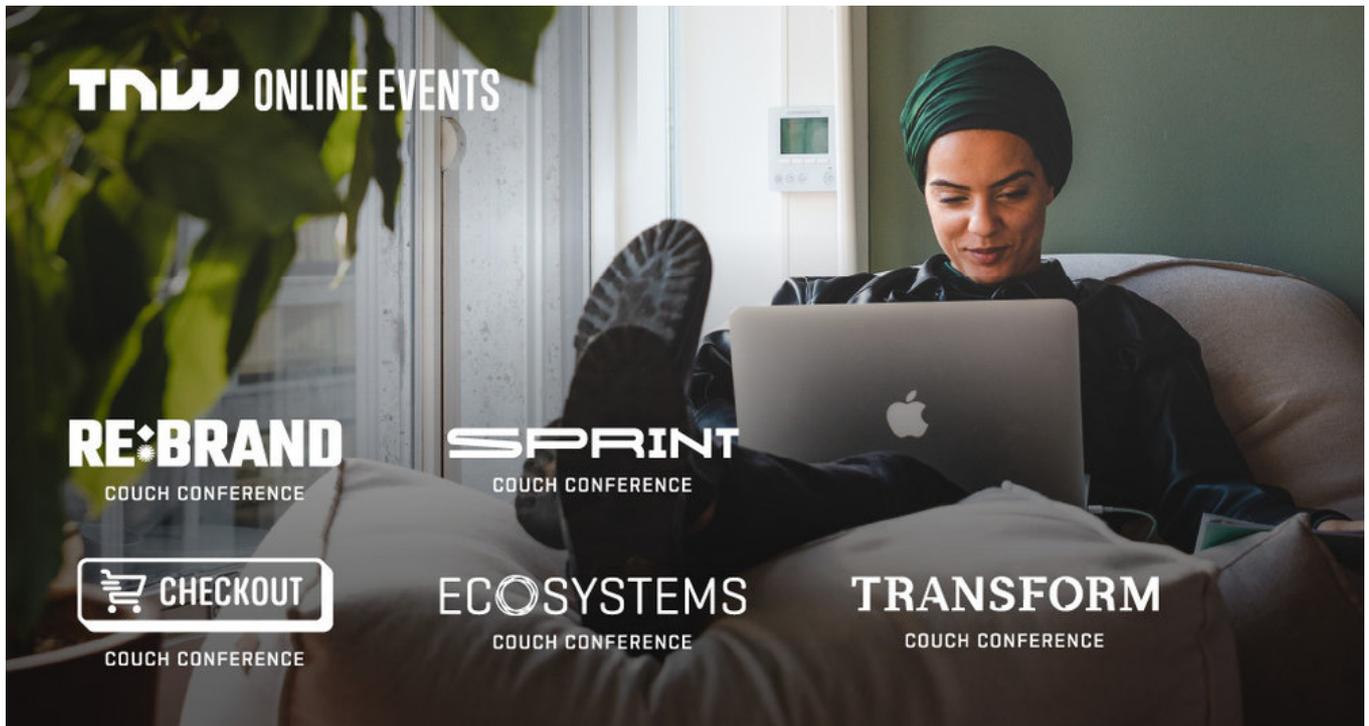
Ecommerce and omnichannel retail

Ecosystems - June 25, 2020

Government and startup collaboration

Transform - July 2, 2020

Corporate innovation strategy



ENDS

About TNW:

TNW is a global digital brand that informs, inspires and connects people who love tech, through media, events, and spaces.

Primarily known for its global media outlet and award-winning tech events, TNW also incorporates a tech hub label and delivers custom innovation programs to corporates and governments.

For more information, please contact Vince Dinga, PR Manager: vince@thenextweb.com

ABOUT INSIDE TNW

Here you can get a sneak peak inside TNW, the stuff we don't publish on our media platform. In case you have missed it... TNW is a global digital brand that inspires and connects people who love tech, through media, events and services.

We have several branches: [Media](#), [Events](#), [Intelligence](#), [Innovation services](#) and [Spaces](#), that all build onto each other to create a virtuous circle of awesomeness for the tech ecosystem.

Want to know more? [What is TNW?](#)



Inside TNW