

### **Barcelona looks forward to welcoming ISE Live & Online**

#### **As the world waits for events to reopen, Barcelona looks forward to welcoming ISE to the City, and to building for the future**

Integrated Systems Events' Managing Director, Mike Blackman, has returned to Barcelona this week (13-16 April) as the city prepares to welcome ISE Live & Online.

Mike Blackman was taking part in the Barcelona reACT Conference, a 4-day working event to relaunch the city's economy after a year of pandemic. Speaking at the conference and looking forward to June, Blackman said: "We recognise that the world needs events to get back to business and we are thankful for the support we have had from the national, regional and City authorities, the team at the Fira and of course to the pro AV industry for its enthusiasm in the face of what has been an incredibly difficult period. Whilst 2021 will offer a different experience we are confident of delivering a great event which will pave the way for ISE 2022 in Barcelona."

Embracing the hybrid approach to events, ISE Live & Online will bring the industry together in a safe and richly rewarding way. Mike Blackman explained: "Whether joining online or in-person in Barcelona, attendees can access inspiring content from innovation leaders, networking opportunities and the latest technologies. This main ISE event, 1-2 June in Barcelona and online, acknowledges that we are at a stage where we can start to plan again for the future and these two days will assist the industry to build a new roadmap for a new era."

#### **ISE Live: ISE @ Barcelona: 1-2 June, Fira de Barcelona Gran Via**

In-person attendees can visit booths from exhibitors including Alfalite, Ampio, AVI-SPL, Barco, Biamp, Control4, d&b audiotechnik, Equipson, LANG, NEC, Panasonic, Sharp, Shure, WolfVision plus many more. Highlights from the exhibition will be broadcast from the Main Stage during the two days. There will also be a Pavilion by ICEX to highlight Spanish brands and business opportunities as well as a host of other features including:

**AV Experience Zone:** a special feature area at the Gran Via, produced in association with AVIXA, that will see presentations from 15 leading Spanish integrators across the two days. Content will be in Spanish and will cover the retail, hospitality, corporate, education and digital signage sectors, exploring new business possibilities and looking forward to the recovery.

**Catalan Innovation Zone:** ACCIÓ is an agency of the Government of Catalunya for Business Competitiveness. ACCIÓ's different programmes promote internationalisation and innovation and the agency will host a dedicated show floor zone showcasing these leading companies and technologies. ACCIÓ has also partnered with ISE and TNW to produce three Startup Nation sessions on the Main Stage, highlighting upcoming Catalan entrepreneurial talent.

### **ISE Digital - The Future of AV: Live 1-2 June / On Demand for 2021**

ISE Digital is a two-day festival of content, powered by CISCO technology, and designed to deliver an intuitive agenda that will help to build a roadmap to success. With a comprehensive programme of live and on-demand content, ISE Digital will come from ISE's own virtual studio with live sessions from the Main Stage in Barcelona on 1-2 June. Available on demand in the weeks that follow, the programme is a collaboration of informative content from ISE, AVIXA, CEDIA, TNW (The Next Web) and key show partners.

Live from the Main Stage, Barcelona: During the two-day festival, the Main Stage at the Fira will be at the heart of the in-person content programme, with sessions also livestreamed to the online audience. Building on the RISE Spotlight programme which ISE has been running since November 2020, ISE Digital will also feature On the Sofa Keynotes, Reporter Roundtables and of course Startup Nation, sponsored by ACCIÓ, highlighting start-ups that are shaking up the markets.

Both AVIXA and CEDIA will be featured on the Main Stage with a range of sessions covering the latest market intelligence, global trends and taking a look at the smart technologies driving the residential and commercial marketplaces.

The full programme will be revealed on the ISE website over the coming weeks, but some highlights will include:

- On the Sofa Keynote with TNW: Shaking out the trends in next tech

Key insights showcasing the tech trends all businesses need to have on their radar and why. This session explores which technology has accelerated and what's been put on the backburner as a result of the pandemic.

- Rising to the challenge: Finding opportunity through crisis

An influential AV thought-leader takes us on a journey of how they innovated and led their team to achieve growth through the different phases of the pandemic. This story is set to inspire and help you reflect on your own leadership style.

- On the Sofa Keynote Interview: Sustainability Accelerated

Sustainability is at the top of the global agenda and modern society is increasingly concerned with sustainability initiatives and the protection of our shared environment, so ignoring it can only result in being left behind. We ask a thought leader what corporates ought to be looking at, why and what the perfect destination is in terms of a sustainable business.

- Roundtable: What's your purpose?
  - How to position your brand and service in a post pandemic world. How important is brand purpose? Is it time to evaluate the values of your

business?

Registration is free, quick and simple – don't miss out – reserve your ticket now right [here](#).

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

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

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