

ISE and TNW announce strategic content programming partnership

The Next Web to bring 'tech festival vibe' to Barcelona

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

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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."

<https://thenextweb.com/>

<https://www.iseurope.org/>