



What more can you say about a show where all the exhibition space sells out and attendance is already up, up and up?

**You add more focus on the conference side of the business.**

“Since we launched our first Conference on the eve of ISE 2009, the numbers of industry professionals attending our pre-show events has grown year by year,” comments Mike Blackman, MD, Integrated Systems Events. “To further develop this programme, we have decided to invest in someone with a proven track-record of successful business-to-business conference management...”

Integrated Systems Events has appointed **Marieke Bouman** to the new position of Conference & Events Manager. Working out of ISE's Amsterdam operations office, Bouman will oversee development and organisation of Integrated Systems Europe's pre-show events programme. (Bouman will also help develop other events in Europe, complementing ISE, but that's another story.)

Her first pre-show event project will be the **ISE Smart Building Conference**.

“The message from our post-show questionnaire in 2012 was unequivocal – our attendees want to see more building automation, energy management and related technologies on our show floor, and these are the areas where they see the greatest future growth potential for their businesses,” explains Blackman.

# Smart Building Conference

“By launching our Smart Building Conference on the eve of ISE 2013, we aim to ensure that as these technologies become more significant to our industry our attendees have the market intelligence and technical expertise they need to embrace their opportunity.”

“Our aim is to ensure that the Smart Building Conference is not just a talking shop about ‘green AV’,” continues Blackman. “As building automation and energy management become more important in the design and sustainability of both commercial and residential buildings, it is vital that we hear the voices of all those involved in their development – including architects, design consultants, developers, electrical contractors and more.

“The ISE Smart Building Conference will give all these groups the opportunity to discuss the big issues alongside representatives from our core AV and systems integration communities: manufacturers, distributors, integrators and institutional end-customers.”

To accompany the Conference, the show floor of ISE 2013 will have its own **Smart Building @ ISE** area in Hall 7.. Set to be twice the size of the 2012 Energy Management Pavilion, the area will share common branding and promotion with the pre-show event – giving Conference delegates a clear

## ISE's New Smart Building Conference for 2013

Written by Bob Snyder  
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destination to include in their ISE show itineraries.

“Following the successful formula we’ve established in fields such as digital signage, enterprise communications and live events, the ISE Smart Building Conference will give additional meaning to an area of our show floor that is growing in both size and importance,” Blackman concludes.”

Go [ISE 2013, 29-31 January 2013](#)