

PRESS RELEASE**IBC ANNOUNCES NEW IBC EXHIBITOR STEERING GROUP TO ENGAGE AND EMPOWER EVERY CORNER OF ITS COMMUNITY**

- *Will be chaired by Lisa Collins, Dovetail Creative Managing Director and former Head of Marketing and Member Engagement at IABM*
- *Reinforces industry-inclusive approach to tap new people and fresh ideas and draw on a wide array of views from across media, entertainment and technology*

London – 6 April 2023 – [IBC2023](#) announces that it is launching a new **IBC Exhibitor Steering Group** to broaden the range of views and voices that help shape the event with an industry-inclusive approach to drive innovation and empower people throughout the entire media, entertainment and technology value chain. Lisa Collins, Managing Director at Dovetail Creative and former Head of Marketing and Engagement at the IABM (the International Trade Association for the Broadcast and Media Industry), has been appointed chair of the new group. It replaces the IBC Exhibitor Committee. The Exhibitor Steering Group will pull together senior leaders and influencers from across the exhibitor landscape – from long-standing vendors to new media start-ups – and aims to reflect the entire industry demographic in terms of sector, region, company size, gender, race and belief.

"I'm honoured to become chair of the IBC Exhibitor Steering Group, which will draw on a wealth of industry experience to help map the show's future," said Collins. "With this new group, we are looking to spark two-way conversations that shift expectations and propel positive change as IBC continues to evolve. It will enable IBC to engage with and actively listen to every quarter of its exhibitor community, which plays an absolutely critical role in the planning and successful delivery of the show each year. I would also like to see this group and its individual members emerge as a mentoring resource for other exhibitors coming to IBC – one that newcomers, for instance, can come to for insights and advice on how to get the most out of their investment at the show."

The IBC Exhibitor Steering Group members include key players representing a cross-section of businesses that reflect the changing shape of media and entertainment. They include: Sanjay Kirimanjeshwar, Vice President of Global Marketing at Amagi; Margot Ouali, Marketing Manager at Appear; Elodie Levrel, Global Director, Marketing & Communications at Broadpeak; Rachel Archibald, Director of Marketing at Clear-Com; Robin Kirchhoffer, Chief Marketing Officer at Dalet; Andreas Hilmer, Director of Marketing & Communications at Lawo; Yaya Selva, Global Marketing Director at Net Insight; Alison Pavitt, Sales & Marketing Director at Pebble; Ben Davenport, VP Global Marketing at Pixotope; Lauren Myers, Director of Global Marketing at Ross Video; Danna Mann, Marketing Director at TAG Video Systems; Atika Boulgaz, Executive VP Global Communications at Viaccess-Orca; John Wastcoat, Senior VP Alliances and Marketing at Zixi; and more.

IBC Director Steve Connolly noted: "IBC is committed to staying relevant, and we believe that now is the right time to revamp what was the Exhibitor Committee by replacing it with the IBC Exhibitor Steering Group. By bringing in new people and fresh thinking, we will ensure that this group has an inclusive voice that represents the full spectrum of the global media, entertainment and technology industry at a time when the marketplace continues to

see rapid change and new challenges emerging. With the introduction of new faces will come the need to say goodbye to some old friends. We thank those members who are leaving us for their service and support over the years. Many have made a big contribution to what IBC is today, and we hope they have valued and enjoyed their IBC experience."

The IBC Exhibitor Steering Group will hold its first meeting at NAB Show 2023, which takes place in Las Vegas from 15-19 April. IBC2023 takes place at the RAI Amsterdam from 15-18 September.

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About IBC

Delivering innovation and empowering people, IBC is where the future of the global Media and Entertainment industry is defined and actioned. Energising the market, enabling content everywhere and inspiring new conversations, IBC brings the creative, technology and business communities together to collaborate, learn and unlock new opportunities.

At IBC 2023, exhibitors and speakers from around the globe will showcase game-changing innovations and tackle the media sector's most pressing trends and issues – changing perceptions and meeting the needs of the world-leading broadcasters, content owners, rightsholders, service providers and others attending the four-day conference and trade show.

With a focus on inclusivity, IBC propels change – driving thought leadership, sparking discussion, shifting expectations, accelerating creativity and enabling real business outcomes. IBC's mission is to empower our 250,000-strong global community to explore new opportunities, build knowledge, and play an active role in the technological transformation and broader change sweeping the industry worldwide.

For further information, please visit: <https://show.ibc.org/>

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