

23-25 AUGUST 2016  
SYDNEY SHOWGROUND,  
SYDNEY OLYMPIC PARK



# 2016 CALL FOR SPEAKERS

NOW OPEN

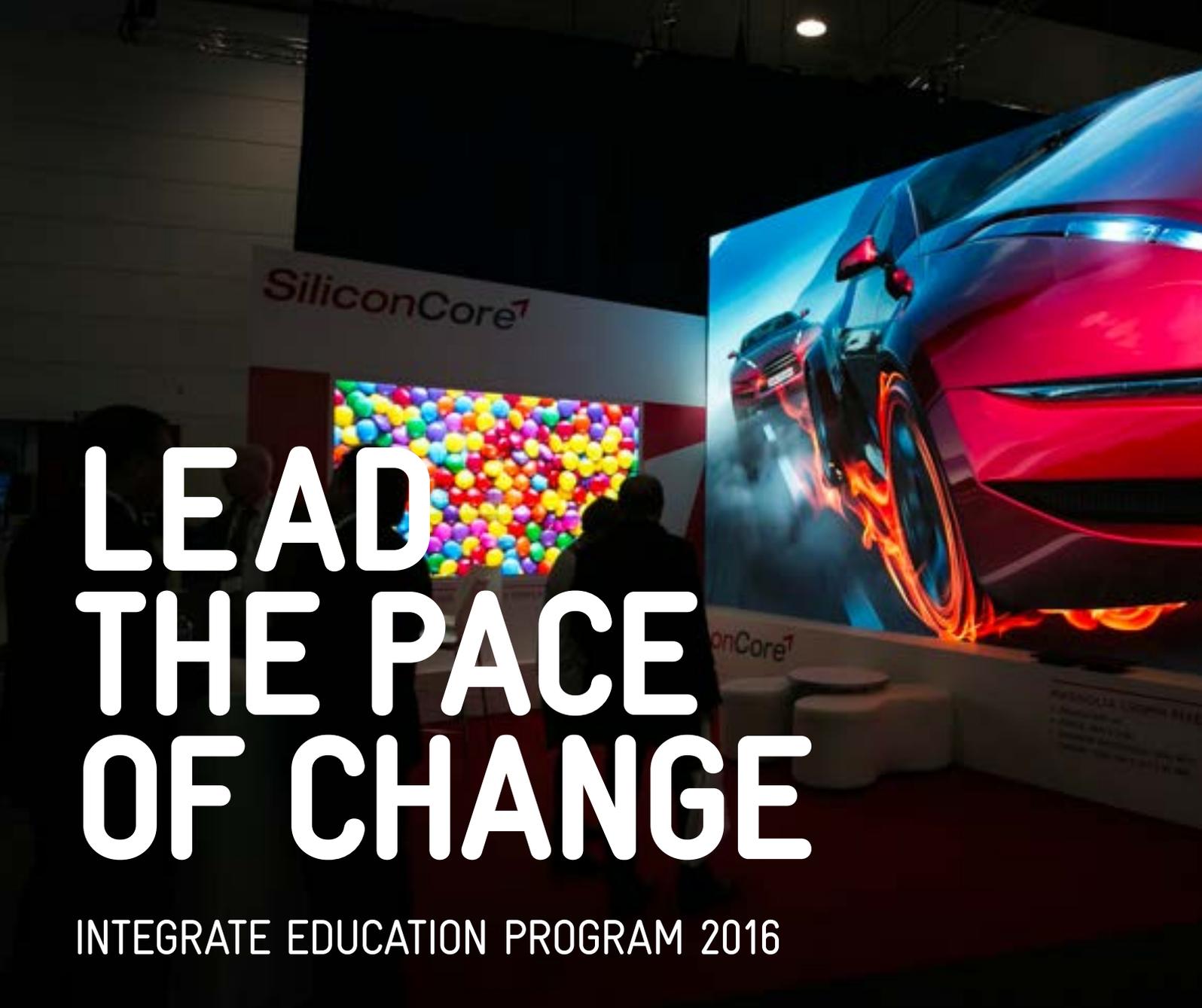
**INTEGRATE** in association with  
**infoComm** **CEDIA**  
INTERNATIONAL

23-25 AUGUST 2016 SYDNEY SHOWGROUND, SYDNEY OLYMPIC PARK

Supported by



**connected.**  
HOME-BUSINESS



# LEAD THE PACE OF CHANGE

## INTEGRATE EDUCATION PROGRAM 2016

Integrate is the leading business platform for Australia's audio visual and integrated systems industry. Currently in its 8th year, the event showcases innovative and cutting edge technologies and attracts over 5,300 industry professionals, end users and decision makers each year from around the world.

Taking place on 23-25 August 2016 at the Sydney Showground, Sydney Olympic Park the Integrate Education Program delivers four streams – Digital Screens & Signage, Unified Communications & Collaboration, Smart Building Technology and NEW for 2016 a whole program dedicate to Live Events - Integrate LIVE.

Speakers at the conference will be pioneers in these fields, and present real case studies, lessons learned and expert insights.

If you have expertise or in-depth knowledge around the four streams, please submit your details on the application form at the end of the document to:

**SOREN NORGAARD**  
EVENT MANAGER

**T +61 2 9275 9234**

**E [snorgaard@divcom.net.au](mailto:snorgaard@divcom.net.au)**

# POTENTIAL TOPICS FOR INTEGRATE SEMINAR PROGRAM 2016

**SUBMISSIONS CLOSE  
11 MARCH 2016**

## DIGITAL SCREENS & SIGNAGE STREAM

### 1. The connected consumer – How technology is connecting consumers to brands

The explosive growth of mobile and wireless technology has changed the landscape of consumer engagement, creating multiple touch points that brands can reach consumers. This track looks at how brands can nurture the path to purchase and how technology affects every point along this path.

**Target speakers:** Retail brands who are currently working with data and using technology to connect to understand how consumers are connecting with brands, retailers or venues.

### 2. The digital signage evolution - What are the drivers and where are we going?

With the rapid pace of technology, there have been leaps and bounds made in the area of signage including streamlined CMS software, android-based technology, wireless connectivity and web-based programming languages. So where are we now, and where are we going? What does the future look like for digital signage?

**Target speakers:** Technology and/or data experts and technicians from venues that have made the shift to new technology.

### 3. Designing digital content – How to consider space and technology

There is no longer a standard format for designing digital screens, which can profoundly impact the venue design. High performing venues today demand another level of digital engagement, so what is the impact on digital screen design and venue design? What are the unique demands put on a network for outdoor and indoor signage?

**Target speakers:** Veteran designers or large systems integrators of digital signage in a variety of venues.

\*N.B: Open topic submissions are welcome. If you have other interesting topics you think will be relevant to this program, please place an application for consideration.

### 4. Customer engagement – The multi-channel approach in digital screen design

How do you create an omni-channel experience that delivers a compelling story seamlessly and that engages the customer? What is the model for best practice? How is ROI measured and what new technologies are available?

**Target speakers:** Brands or experts in multi-channel engagement.

### 5. How data is driving our experiences?

Our vast digital network has allowed companies to gather data in order to design customer experiences that are more tailored, intimate and measurable. But how do we gather and analyse data to aid in the design of better processes that drive higher returns?

**Target speakers:** Network operators who are using data in an innovative way. Also, brands who are using data to drive consumer engagement. Case studies should be supplied.

### 6. Digital screens for tomorrow's space – A network perspective

What does tomorrow's screen space look like? What about a year from now, or even five years from now? Why can't we look further out than 24 months? What can technology deliver that can shape the way we manage digital screen networks?

**Target speakers:** Network management experts that can discuss the IT model for digital screen set up in commercial spaces.

### 7. Gain ROI from your digital screen content

What kind of content is best utilised for digital signage and screens? We all know content is king, but unless you understand the channel, you cannot deliver a strong proposition or tell a story using this medium.

**Target speakers:** Digital marketing experts that can share case studies around previous experiences with creating content delivered on-screen, that engages audiences and gets results.

# POTENTIAL TOPICS FOR INTEGRATE SEMINAR PROGRAM 2016

**SUBMISSIONS CLOSE  
11 MARCH 2016**

## UNIFIED COMMUNICATIONS & COLLABORATION STREAM

---

### 1. What is successful AV & IT integration?

The connected world we live in demands greater collaboration and communication. So how do you merge AV and IT systems together in order to elevate working and living environments and what are the lessons learnt behind this practice?

**Target speakers:** Systems integrators or designers who have successfully implemented solutions improve working and/or living environments.

### 2. The future of cloud virtualisation

The future of conferencing and collaboration will heavily involve technologies such as virtualisation and cloud access. But how is this software being adopted and deployed? What are the challenges and successes in doing so, and what value will this provide to the business?

**Target speakers:** Data experts or solution architects that can present case studies on cloud virtualisation systems.

### 3. Unified communications – collaboration and infrastructure requirements

Although unified communications (UC) means different things to different people, organisations are now finding ways to successfully deploy UC to meet their needs. These sessions could explore integration with other telephony and collaboration infrastructure and devices and how these are being deployed successfully.

**Target speakers:** Corporate end users or IT Managers that have deployed a UC systems in their workplace, and can share how they navigated through the range of systems available and their lessons learned.

### 4. Mobility at work and at home – how to get there

Many organisations have adopted BYOD (bring your own device) policies and MDM (mobile device management) solutions. How are firms equipping their offices and homes for both the use of mobile devices and other collaborative tools (audio, web, video)?

**Target speakers:** Technology Managers that have installed systems or software in commercial environments that improve the way a workplace collaborates, both internally and externally.

\*N.B: Open topic submissions are welcome. If you have other interesting topics you think will be relevant to this program, please place an application for consideration.

# POTENTIAL TOPICS FOR INTEGRATE SEMINAR PROGRAM 2016

**SUBMISSIONS CLOSE  
11 MARCH 2016**

## SMART BUILDING TECHNOLOGY STREAM

### 1. Smart Building – How to adopt world class technologies in Australia

What are the next stages in the evolution of our world class smart buildings and what can we learn from other smart building markets in Europe, North America and Asia? New technologies including city smart grids and decentralised power generation have the potential to reshape the energy use in our cities and the buildings within them. How will the use of standards assist the development and roll-out of smart buildings?

**Target speakers:** City planners or systems engineers that have implemented smart building technology for commercial and residential spaces.

### 2. Converged Buildings – What the future looks like

What does the term “a converged future” mean and what does it look like? With building operators now able to access a stream of performance data across the full spectrum of building functions, this insight becomes a powerful management tool. This stream will discuss different technologies that lead to a converged future and can include case studies where leading edge designs have been implemented.

**Target speakers:** Converged building systems installers and integrators who can offer specific case studies on successful implementations.

### 3. Smart Building – How to operate at peak performance

How do we build smarter buildings that operate at peak performance without a cost to the environment? Can we reduce building CAPEX and OPEX costs whilst increasing user comfort? What is the impact on OPEX costs, not to mention the impact a poor or downgraded NABERS rating can have on a building’s marketability and rental returns. This stream looks at what we can do to improve management and maintenance of smart buildings using the power of reporting as well as identifying strategies to keep a smart building operating at peak performance.

**Target speakers:** Property developers and builders who have key experience in deploying developing energy efficiency and resource efficiency systems within smart buildings.

### 4. Smart Building – Energy efficiency versus comfort, the pursuit of the perfect smart building

What exactly is the perfect smart building? Is it one that is designed to deliver the greatest possible comfort for its occupants or one designed to use the least amount of energy? Or is it one that combines the two? This stream explores many of the challenges of designing and delivering the perfect smart building in today’s construction environment and also tackles how these challenges are best managed.

**Target speakers:** Architects and building designers that specify smart building systems that promote sustainable outcomes.

### 5. Retrofitting Australia's buildings – The best approach

Of all the buildings in Australia, only a small percentage have been designed and built with minimising energy usage. So what can we do with all of the houses, schools, universities, offices, factories, warehouses and public infrastructure? Can they be made more efficient? What is the best approach to take? Do we look to other countries to see what their approaches are? What opportunities are available for Government funding?

**Target speakers:** Manufacturers of systems that provide solutions to minimise energy usage or support a lower carbon footprint and specialise in retrofitting buildings.

\*N.B: Open topic submissions are welcome. If you have other interesting topics you think will be relevant to this program, please place an application for consideration.

## POTENTIAL TOPICS FOR INTEGRATE SEMINAR PROGRAM 2016

SUBMISSIONS CLOSE  
11 MARCH 2016

### LIVE EVENTS STREAM • NEW FOR 2016

---

Are you a creator, an influencer or an idea-generator in the live events industry?

We are looking for thought-leaders and game-changers in the industry to share the latest thinking, insights and developments in live entertainment technology. This stream will include 10 specialist seminars focussing on lighting, pro-audio and AV.

#### PRO-AUDIO TOPIC INSPIRATION

- › Noise issues
- › Networking for live sound and installation
- › Digital console architecture
- › System prediction, analysis and optimisation
- › Controlling and mixing live sound (case studies)
- › The future of wireless audio

We are calling all world-class lighting designers, audio engineers, video and set-design specialists and industry technicians with expertise in the following areas to submit your application to contribute to this influential program.

\*N.B: Open topic submissions are welcome. If you have other interesting topics you think will be relevant to this program, please place an application for consideration.

#### LIGHTING AND VIDEO DESIGN TOPIC INSPIRATION

- › The 4K content revolution
- › Lighting design for live entertainment (case studies)
- › Creative video walls for events - what's next
- › Traditional light sources to LED
- › Content creation tools - latest developments
- › Project mapping
- › Lighting for film and television
- › The future of professional media servers



# PRESENTATION FORMAT

SELECT FROM A RANGE OF FORMATS TO PRESENT AT INTEGRATE

## ORAL PAPERS

Presentation – 20 mins  
Q&A – 10 mins  
OR

Presentation – 50 mins  
Q&A – 10 mins

## CASE STUDIES

Presentation – 20 mins  
Q&A – 10 mins  
OR

Presentation – 50 mins  
Q&A – 10 mins

## PANELS & DEBATES

Duration – 50 mins  
Q&A – 10 mins

## SUBMISSION TIMELINE

- |                |   |
|----------------|---|
| 11 MARCH 2016  | Submission of 300 word abstract of presentation                                       |
| 20 APRIL 2016  | Confirmation of successful applications to appear in 2016 Integrate Education program |
| 3 JUNE 2016    | Finalise schedule of presentations, in consultation with the speaker                  |
| 15 JULY 2016   | Speakers required to submit full presentation to Organisers                           |
| 23 AUGUST 2016 | Opening of Integrate 2016   |

## SELECTION CRITERIA

Submitted abstracts will be evaluated on the following criteria:

1. Understanding and expert knowledge on the subject
2. Presenter is well regarded in the field
3. Relevance of the paper to the exhibitor and visitor profile



# CALL FOR SPEAKERS – APPLICATION FORM

Please ensure to submit the Call for Speakers Application Form by COB 11 March 2016 to  
Soren Norgaard - Email: snorgaard@divcom.net.au Tel: +61 2 9275 9234

Name:

Company:

Job Title:

Telephone:

Mobile:

Email:

Topic:

Presentation title:

Abstract (500 words):

Company profile (100 words):

Key learning outcome 1:

Key learning outcome 2:

Key learning outcome 3:

Has this been presented before? If so please describe the audience and date:

Speaker/s biography (100 words):

Please tick to confirm that you've supplied  
a high resolution headshot of the speaker/s.

Please tick if you give approval for your presentation to be  
made available as a PDF document to delegates post event.