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IAMT at IBC

11 – 14 September 2026, RAI Amsterdam

**Your guide to everything IAMT is delivering
for members at IBC 2026.**

From industry-defining intelligence and exclusive thought leadership to global visibility, recognition and connections, discover how IAMT is putting members centre stage.



IBC2026



Scan to explore more

Welcome to IBC 2026

Five months on from the relaunch of IABM to IAMT at NAB Show 2026 and a bold new chapter for our association, one thing is clear: **the pace of change across MediaTech has never been greater.**



At IAMT, we're not simply responding to that change, we're helping to lead it.

Over the past few months, we've expanded our global community, launched new platforms, introduced AI-powered discovery with IAMT MAI, amplified more member voices through next-level content and strengthened our commitment to delivering meaningful intelligence, visibility and connection across the MediaTech ecosystem.

IBC is where that vision comes to life.

This year, we're bringing one of our most ambitious programmes yet to Amsterdam, including the return of the industry-renowned **IAMT Member Hub in the Diamond Lounge**, the **IAMT Impact Briefing**, **IAMT Studio** and the **IAMT Impact Awards** – creating more opportunities than ever for members to build visibility, connect and share expertise.

We're also excited to introduce several new initiatives dedicated to supporting innovation and building a stronger, more connected ecosystem.

These include our brand-new **IAMT Start-Up Discovery Night** in collaboration with **Norigin Media**, the exciting launch of the brand-new **IAMT Talent Platform** and the return of the **IAMT Bursary Programme**.

The IAMT Navigator is your guide throughout IBC, designed to help you discover new opportunities and maximise every moment of the show.

On behalf of everyone at IAMT, I wish you a successful and productive IBC 2026, and I look forward to connecting with many of you in Amsterdam.

Together, we're not just navigating the future of MediaTech, we're leading it.

Saleha Williams
CEO, IAMT

What's New at IBC 2026



**IAMT
IMPACT
AWARDS™**

**Saturday 12 September
5:00pm – 6:30pm
IAMT Member Hub**

**See the winners crowned live at the
IAMT Impact Award Ceremony.**

The IAMT Impact Awards at IBC recognise outstanding achievement across gamechanging products, services, leadership, transformational projects and collaboration.



IBC2026

IAMT Journal – Q3 Edition

The industry's leading, independent publication returns both digitally and in print at IBC, bringing together trusted intelligence and expert thought leadership from across the global MediaTech community.

Pick up your copy at the IAMT Member Hub.



IAMT State of MediaTech Report

Launching exclusively at the IAMT Impact Briefing, the latest State of MediaTech Report reveals the trends, priorities and market forces shaping the industry - giving you the intelligence to guide your strategy at IBC and beyond.

Download your copy at: theiamt.org/stateofmediatech

IAMT Impact™ Briefing

Kick off IBC with the intelligence shaping what's next.

Friday 11 September – 09:15-10:15

Conference Room 1, Entrance G

09:15-09:35

CEO Keynote: MediaTech Redefined: The Momentum of Change

Saleha Williams – CEO, IAMT
IAMT CEO, Saleha Williams, opens the IAMT Impact Briefing with a look at the momentum transforming MediaTech – and the opportunities emerging as our industry enters its next chapter.



09:35-09:55

State of MediaTech Presentation

Chris Evans – Senior Principal Analyst, IAMT

Be first to discover the findings from IAMT's latest flagship State of MediaTech report, revealing the crucial trends, priorities and market shifts defining our industry.

09:55-10:15

Panel: Winning the Trust of MediaTech Buyers

Purminder Gandhu – Director Consultant, Kaurwave

Join host, Purminder Gandhu, and an expert panel of leading buyers for a candid look inside today's investment decisions.

Discover what buyers really want from their technology partners and how suppliers can stand out in a challenging market.



Jenny Englung Stridh
Head of Media Production
Technology Schibsted

Plus more to be announced.

IAMT Member Hub

Your home at IBC.

Diamond Lounge | Entrance G | Hall 3

At the heart of IBC, the IAMT Member Hub is where the global MediaTech community comes together – bringing IAMT members, leading buyers, end users and influential MediaTech voices into one central space.

Host meetings, connect with industry peers, meet the IAMT team and put yourself at the centre of the conversations shaping MediaTech.



See you in the Diamond Lounge

Build your network



Connect with IAMT's influential global community and make valuable new connections.



Join the conversation

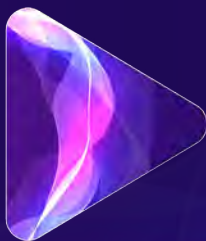
Host meetings, create new opportunities and be part of the discussions that matter.

Relax and recharge

Take a break from the show floor, reset and prepare for your busy schedule.



iamt STUDIO



IAMT Studio brings MediaTech's leading voices and boldest ideas together in one place.

From the IAMT MediaTech Forum to member interviews and show sessions, we capture the insight and energy of IBC and amplify it far beyond the show floor.



IAMT MediaTech Forum – Visual Podcast Series

We're excited to see the return of the IAMT MediaTech Forum – Visual Podcast Series, delivering premium thought leadership and C-Suite perspective.

Head to **theiamt.org/studio** to catch the latest episodes.

Interested in taking part?

Chat to the MEG team to sponsor an episode.



IAMT Member Interviews

Our IAMT member interviews showcase your latest innovation, expertise and news directly to our global ecosystem providing lasting visibility to generate opportunity.

Interviews will take place on show floor stands. Keep an eye on **theiamt.org/studio** after the show!

Visit theiamt.org/studio or search 'IAMT MediaTech Forum' on all major podcast platforms.



IAMT x Norigin Media

Start-Up Discovery Night

in association with MediaKind

Saturday 12 September – 19:30-23:00
Café Americain, Leidseplein

Start-ups are fundamental to the future of MediaTech – but breakthrough innovation needs the right connections to scale.

At IBC 2026, IAMT and Norigin Media are bringing together ambitious start-ups, investors, broadcasters, telcos and established MediaTech leaders for an exclusive evening built around **discovery** and **opportunity**.

Designed to bridge the gap between emerging innovators and the wider industry, Start-Up Discovery Night creates the space for conversations that can unlock crucial new partnerships, investment and growth.

Discover what's next.
Meet the people
building it.

Sponsored by
MediaKind



Over-
subscribed
Registered
attendees
only

Skills, Talent & Development

At IAMT, we're committed to building a stronger, more diverse and better connected MediaTech industry. Here are a few things happening at IBC 2026:



IAMT Bursary Scheme

This year, we're welcoming 12 bursary students from the UK, France and Germany to IBC, giving emerging talent the opportunity to experience the industry firsthand, build their networks and connect with leading MediaTech organisations.



Revealing the latest talent trends

Join IAMT at the World Skills Café as we unveil the findings of our new 'Talent Trends in MediaTech' report, providing fresh insight into the challenges and opportunities shaping the future workforce.



Championing diversity with Rise

IAMT's Head of Skills and Development, Stuart Ray, will also lead two exclusive Rise Tech Tours, introducing the Rise Mentorship Programme to some of IAMT's most innovative members driving the industry forward.



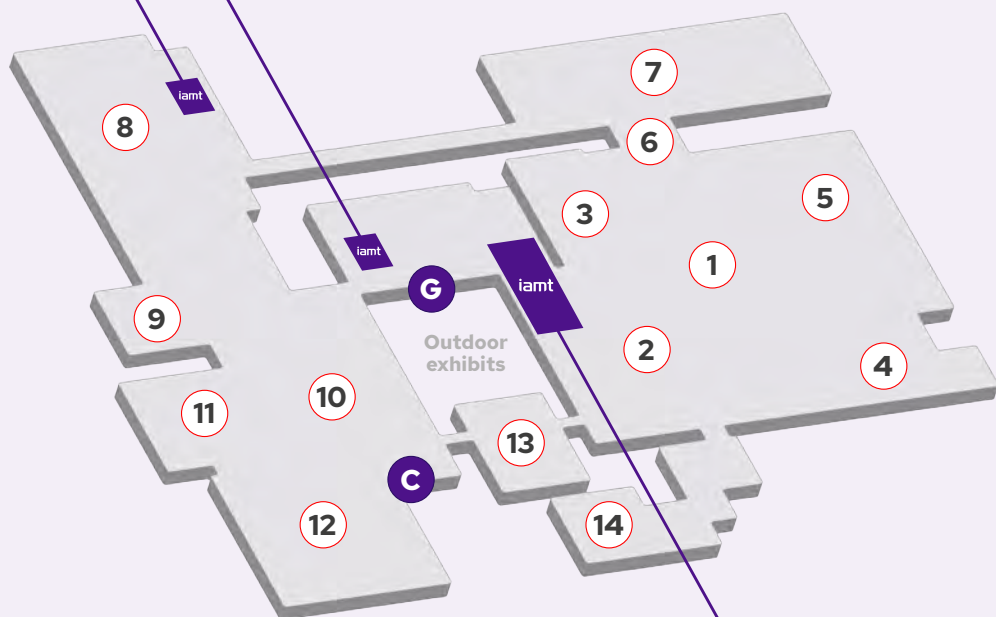
PLUS, we unveil the brand-new IAMT Talent Portal

Connecting tomorrow's MediaTech talent with today's industry leaders. The new IAMT Talent Portal is designed to champion emerging talent, create new opportunities and help build a more connected, resilient and future-ready industry.

Where to Find Us

IAMT Booth – Entrance C
Stand number 8.F54

IAMT Impact™ Briefing – Entrance G
Conference Room 1, Entrance G



IAMT Hub – Entrance G

- IAMT Member Lounge - with refreshments and free Wifi
- IAMT Visual Podcast Studio
- IAMT Impact Awards™ Presentation



IBC2026

Meet the IAMT Team

Whether you want to learn how to get more value from your membership, discover IAMT's latest initiatives or simply come and say hello, **the IAMT team is here to support you.**



Saleha Williams
CEO



Lucinda Meek
CFOO



Stan Moote
CTO



Paul Young
Head of Marketing



Ana-Claire Bernardes
Global Head of
Member Engagement
& Growth



Michelle Kelly
Head of Member
Engagement &
Growth (Americas)



Elliot Milner
Membership
Growth Manager



**Emma Labrador
Becker**
Partnerships
Manager



Chris Evans
Senior Principal
Analyst



Riikka Koponen
Principal
Analyst



Olga Nevinchana
Senior
Analyst



Stuart Ray
Head of Skills and
Development



Danny Stead
Senior Digital
Marketing Executive



Grace Pugh
Content
Coordinator &
Creator



Pavleta Kakova
Marketing Project
Manager

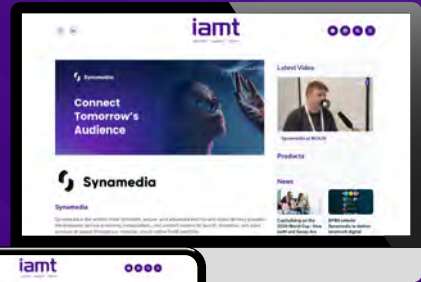
Don't let your IBC presence end at the show floor

Your IAMT MarketPlace profile is one of the most powerful ways to extend your visibility before, during and after IBC.

Using the self-service Member Portal when logged in via theiamt.org, you can keep your company profile updated with your latest product launches, solutions, news, case studies and more – ensuring maximum visibility for buyers and industry leaders.

IAMT MarketPlace amplifies your business one step further by feeding into IAMT MAI, our new agentic AI model, helping surface member expertise when users search for products, industry examples and trusted MediaTech partners.

By keeping your profile current, you'll also increase your chances of being featured across the IAMT homepage and global communications, helping to amplify your latest announcements to our worldwide audience.



IAMT MAI – Agentic AI powered by



ALPHA COGS
DATA RERUM NOVIAS



Thank you to our Platinum Members



Grass Valley®

HPE

Omistv



Synamedia

Thank you to our Platinum Partner



**المدينة الإعلامية
Media City
قطر**

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IAMT Annual Conference & Awards 2026

Leading the Next Era of Media Technology

1 – 2 December 2026, Richmond Hill Hotel, London

Leading the Next Era of MediaTech

Where MediaTech meets Pro AV, unprecedented market opportunities emerge.

IAMT in partnership with AVIXA are bringing both communities together over one and a half memorable days to hear from leading industry voices, exchange ideas, make new connections and shape the future.

We'll also raise a glass to the best of the best at the IAMT Awards Dinner to celebrate the people, products and innovations moving our industry forward.



2 Industries. 1 Future.

Accommodation available onsite.



Register now
**[theiamt.org/
richmond](https://theiamt.org/richmond)**



Contact Emma for sponsorship opportunities.

Emma Labrador Becker – Partnerships Manager
sponsorship@theiamt.org