

# MAKING THE MOST OF MEMBERSHIP



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# Welcome to IABM membership

There are a variety of IABM member benefits for companies and their employees. It can be a little overwhelming knowing where to start and which benefits to use first. We have developed this guide to help direct you to the key information quickly and to ensure that you are fully briefed on how IABM membership can help.



This guide contains a handy checklist to help you take steps to engage your employees and colleagues.

A handwritten signature in black ink, appearing to read 'Peter White', set against a light grey background.

**Peter White**

CEO, IABM

# Checklist

**Complete this handy checklist of actions in order to engage your colleagues and employees and make the most of your IABM membership.**

Please tick boxes

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Whitelist our email addresses and our IP ranges to ensure you get all our latest news

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Submit a list of names and email addresses to [info@theiabm.org](mailto:info@theiabm.org) of staff you'd like to receive IABM communications. Please confirm in your email that they have given permission to you to pass on the email address. Alternatively, please ask staff to register with the IABM website at [www.theiabm.org](http://www.theiabm.org)

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Download the various resources in your member area of the IABM website including the IABM member logo that can be included on your website and marketing materials

# Checklist

Please tick  
boxes

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Ask employees to follow the following social media accounts  
Linked In, Twitter, Blog and Facebook – to benefit from  
offers and news

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Start making use of your IABM benefits:

Add [marketing@theiabm.org](mailto:marketing@theiabm.org) to your press distribution list and  
submit your press releases for inclusion on the news pages  
of our website

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Download the latest Business Intelligence Reports

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Update IABM Connect with your product/service information

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Book your first event or training course

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Ensure you are receiving exhibition discounts

# Benefits available to your company



## The Knowledge Vault

### IABM Connect



A comprehensive database of suppliers, dealers and events that enables buyers to identify the products and services that fit their individual requirements

### International Industry Event Calendar



Full listing of shows and events for our industry

### IABM.TV



IABM TV Channel, capturing member interviews, and thought leadership content around the world

### Trade Show Reports and Blogs



Full reports on exhibitions supported and attended by IABM. You will get a feel for the show, who attended and the associated conference content

### White Papers



A central resource of white papers open to all buyers as well as members

### IABM Journal



Quarterly Journal made up of thought leadership articles, interviews and up to date industry information

### Presentation Slide Decks



Download the various slide decks from the informative presentations that IABM delivers at major industry events

### Industry News



IABM Members are invited to upload their press releases that can be featured on the news pages of the IABM website which are bookmarked by industry journalists to ensure they keep up to date

### IABM Jobs Board



Jobs board on the IABM website where you can list your vacancies

### IABM Glossary



IABM Glossary of Terms is a fully searchable online glossary of technical terms relating to the broadcast and media industry

## Technology



### IP Showcase



IABM delivers presentations and interviews around the world

### Standards



IABM specialists represent members on technical committees and standards bodies around the world and feed back information

# Insight and Analysis



## Buying Trends Reports



- View trends and sentiment in the industry from your customers' perspective
- Deepen your understanding of customers' revenue sources and how these are changing
- Better understand what your customers are buying
- Better understand how your customers are buying broadcast and media technology: Who is making the decisions? What are the new modes of technology purchasing?
- Delve deeper into emerging technology adoption including 4K/UHD, HEVC, AI, VR and the Cloud
- Track your customers' operational performance (revenues and profits) by geography and company type
- Understand your customers' strategies: how are their organizations changing? What type of media technology are they investing in?

## Supply Trends Reports



- Benchmark yourself against your peers' operational performance (revenues and profits)
- Track suppliers' monthly performance by company size
- Track market concentration in the industry
- View trends and sentiment in the industry from the supplier perspective
- Deepen your understanding of suppliers' revenue sources and how these are changing (hardware vs software vs services)
- Benchmark yourself against your peers' investment in R&D, trade shows and personnel
- Monitor pricing trends, M&A activity, skills shortages and major constraints to suppliers' growth potential
- Take a deeper look at the 'balance sheet' of the whole broadcast and media technology industry
- Benchmark your accounts with industry-wide ratios and indicators
- Gain insights on growth prospects and financial stability of the sector

## Quarterly Business Intelligence Digest



- Enables member companies to keep up with the latest developments in the industry
- Access in-depth analysis of the industry's hottest issues from both an end-user and supplier perspective
- Gain insights on a specific regional market (business environment, trade barriers, regional spending drivers)

## Regional Research



- Access reports focusing on a special issue or an emerging broadcast and media market

## Media Tech Trends



- Track the adoption of specific emerging technologies within the broadcast and media sector
- Understand the drivers of emerging technologies' adoption within users' organizations
- Understand the use cases of emerging technologies by workflow area

## Skills and Education



### E-Learning



Self-paced on-line training courses. Two complimentary places available

### Classroom



Trainer led courses held at a dedicated location

### In House Training Courses



Training provided in house

## Events and Networking



### Receptions



Various receptions held at shows around the world

### IABM Annual International Business Conference



Annual Conference held over two days

### State of the Industry Conference Sessions



Conference sessions held during shows around the world

### Regional Events & Seminars



A variety of different business and technology related events and seminars take place throughout the year

## Exhibitions



### Discounts on Floorspace



Various discounts are available at shows throughout the year. Discounts can be viewed at:  
<http://www.theiabm.org/discount-calculator/>

### Member Lounges at Various Trade Shows



Take a break from the show floor and enjoy complimentary Wi-Fi, purchase refreshments and recharge your batteries at one of our purpose built lounges

### Private Meeting Rooms at Trade Shows




IABM provides a number of complimentary and paid for meeting rooms at various shows throughout the year where you can conduct business meetings in a discreet and professional environment away from the show floor

### IABM Pavilions



Space can be booked on IABM Pavilions at a number of shows

Chargeable at member rate 



## Enhance your Brand



### Award Entries



IABM runs several high profile awards events every year to celebrate achievements and to recognize new solutions that offer significant benefits or new opportunities to the broadcast and media industry. Judged by a truly independent panel of industry experts, the IABM awards have become highly prized assets for winning companies, and a valuable vehicle for raising awareness of new products, as well as recognizing their significance within our industry. One complimentary entry available

### At Events



Ensure your brand is seen by all delegates at our events and meetings throughout the year through our range of sponsorship and exhibition opportunities

### Advertise your Services



IABM produces a number of publications that are distributed to the entire industry throughout the year, along with an industry wide website that provides valuable advertising opportunities

### IABM TV



Our team will be available during shows where you can create compelling content to use in post event sales messaging or showcase your products and services to broadcasters and buyers

## Share your Opinions and Help Shape our Industry



### IABM Board



A new Board is elected every two years from our membership to help shape and guide the Association

### Members' Councils



We have four members' councils: APAC, EMEA, Americas & UK. The aim of these councils is to provide members with a forum to address region-specific issues and provide an influential voice in each region's broadcast and media technology industry

### Exhibition Task Group



Give feedback to organizers of supported shows and recommend other shows

Chargeable at member rate 



*IABM Members' lounge at IBC*



**IABM – Head Office**

3 Bredon Court, Brockeridge Park  
Twynning, Tewkesbury, Gloucestershire GL20 6FF  
United Kingdom

**T:** +44 (0)1684 450030

**F:** +44 (0)1684 450024

**IABM – US Office**

PO Box 230187, Portland  
OR 97281-0187  
USA

**T:** +1 732 595 4077

**IABM – Singapore Office**

#09-02 Tampines Junction  
300 Tampines Avenue 5, Singapore, 529653

**T:** +65-6679 5839



Visit our website to find out more: [www.theiabm.org](http://www.theiabm.org)