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## SMPTE 2020: Another Turn in Our Evolution

**H**ere we are again. It is almost July and we are all working remotely, keeping SMPTE's business running. Given the current state of the global pandemic, I am uncertain when we will actually get back to a routine of using office space. Many companies have already announced that the cost of office space far outweighs any benefits. In any case, we are doing our best.

By now, you know that the SMPTE 2020 Annual Technical Conference is going remote. Just like NAB, IBC, InfoComm, BroadcastAsia, and many other conference events this year, the SMPTE board agreed that putting together an in-person event during today's environment is too risky. I must admit that I am very excited by this opportunity for SMPTE. Yes, I call going remote *an opportunity*, because I see it as another way to bring together our global SMPTE family. From Australia to Alaska, all around the world, we will be able to deliver a remote experience like nothing you have seen so far.

The theme of this year's conference is e-sports and gaming. Our guest speakers will be discussing the convergence of media technology that enables the billion-dollar gaming industry to thrive. An e-sports tournament is also on the agenda.

Rest assured, this event will not be simply a series of webcasts, but a platform that can transform the physical experience into a digital

one. There will be a lobby for registration check-in, session rooms for paper presentations, and an exhibition hall to meet vendors, as well as a virtual ballroom in which our awards show will be held.

The conference will include, as usual, the highly valued technical papers, as well as practical hands-on training sessions, peer-group discussions, sponsored roundtable meet-ups, and the popular SMPTE storytellers program. We will host several entertaining events such as social hours, coffee breaks, and even a round of SMPTE trivia.

One of the great benefits of going remote is that we can serve the global SMPTE community. During the three-day conference, our exhibition hall will essentially be open 24 hours a day. No matter where you are, you can meet up with a vendor, set up private meetings, and participate in product demonstrations.

Our Fellows will enjoy their annual luncheon, as they celebrate a new class of elevated SMPTE members, and our friends at HPA will continue to host the Women in Tech luncheon, all in an intimate remote experience.

We will be closing the conference with our customary annual honors and awards gala. Our honorees are luminaries in the industry and truly deserve a special experience, which we hope to give them, even though it

is an unusual experience. We expect a wider audience to attend, now that the gala is accessible to anyone from around the world.

We will be working together with the various Sections to engage with the local memberships to encourage them to take part in this event. Many have never been able to fly to Los Angeles to attend the event in person, so we hope they will be able to join this year. We are mindful of keeping registration fees reasonable to ensure wide membership participation.

For future annual conferences, we believe that it will likely be in the form of a hybrid event, where those who wish to attend in person will do so, but as many or more may participate remotely. I am sure that we will learn many things in this 2020 process to inform our future plans. The pandemic is a life event that is forcing many changes in how people work and interact. Conference events are critical to any association, so we have to learn how to adapt to ensure that we continue to provide a platform to educate the industry on the latest technologies.

To keep up to date on the event program and activities, visit [2020.smpte.org](http://2020.smpte.org).

I look forward to "seeing" you all in November.



SMPTE 2020 GOES REMOTE!  
An immersive, remote experience  
10 -12 NOVEMBER