

# QUARTERLY

## DIFFERENT BUT UNFORGETTABLE

**MAUREEN ANDERSEN  
PRESIDENT AND CEO, INTIX**

**O**ver the summer the INTIX team has been busy working “behind the curtain.” It is with a great deal of excitement that we have made the public announcement of INTIX Live!, our 2021 digital conference and exhibition. First and foremost, the health and safety of the live entertainment community is paramount and from that position, and with an abundance of caution, we have made the decision to transition #intix2021 to a unique, innovative and engaging digital event. We are fortunate to be able to pivot and to reinvent ourselves for 2021. We are putting resources and effort into creating the most compelling combination of environment, programming and partnerships for INTIX Live! Wherever you are in the world, as an attendee, you will be able to engage interactively in a virtual “face to face” via our digital event engagement technology.

Throughout the pandemic INTIX has had one clear mandate and message: to support the people and the industry without barriers and as inclusively as possible! INTIX Live!, as a digital event, is a further extension of that mandate, always at the forefront of all our planning, and includes sensitivity to the needs and realities of our industry community across pricing, packaging, accessibility, agenda, programming and partnerships. With a digital event, freed from the cost burden of time, travel and expenses, INTIX will be available to live entertainment and ticketing professionals around the world who may have never been able to attend before.

For our vital and valued partners, we are finely attuned to what this transition to a digital event will look like. We have specifically chosen a digital software technology to put your brands and products front and center to the attendees. Throughout the discovery, due diligence and selection process, utmost attention was given to a technology that facilitated the exposure, showcasing, interaction, engagement and infrastructure that was beyond the pedestrian and oft seen “marketplace” or flat placard exhibition formats. We believe we have found the event management environment that most closely replicates the F2F live engagement in a digital “live” world. In many ways the digital event offers unparalleled opportunities for greater engagement, interaction and ROI most especially in messaging, brand placement, virtual activities, video, presentations and data collection.

Through these pandemic times we have been steadfast in our work for the benefit of the industry. All of us play our parts in the industry and on the live entertainment professional stage, and we are honored to play ours. We couldn’t be prouder than to take INTIX to this new digital stage and look forward to having you all join us there! More information, the call for presentation process, programming and registration is at [https://www.intix.org/page/Annual\\_Conference](https://www.intix.org/page/Annual_Conference). Admittedly, INTIX 2021 will be different, but we also know that it will be unforgettable, and it will be one of those moments you will say, “I had a ticket and I was there!” 