

## PRESS RELEASE

## ‘Media Tech’s Got Talent’: IBC2024 Unveils Speakers, Sessions and Networking Events for Inaugural Talent Programme

London, 5 September 2024 – [IBC2024](#) today announces the line-up of speakers and sessions for the first-ever dedicated **IBC Talent Programme**, taking place on **Monday 16 September** in the **Showcase Theatre** in **Hall 8**. The free-to-attend event will kick off with a welcome at the Networking Breakfast from **Tamar Shoham, Chief Technology Officer** at video technology and image science software company **Beamr**, which is sponsoring the morning alongside **Women in Streaming Media**. The rest of the Talent Programme will be moderated by multimedia journalist **Omar Mehtab**, whose background includes work for BBC programmes **Click, Panorama, The Travel Show**, and **Asian Network News**.

“The IBC Talent Programme has been created to enable the Media and Entertainment community to work together to foster new talent, make training more accessible, and develop common standards for diversity and inclusion,” said **Jo Mayer, Head of Marketing at IBC**. “The dedicated sessions will look at how our industry can collaborate on these issues, spotlighting the benefits of partnerships and mentoring in promoting the industry to the next generation of media professionals and driving engagement across the media, entertainment and technology sector.”

The IBC Talent Programme includes the following key sessions:

- **World Skills Cafe: Working collectively to educate the workforce of tomorrow**
  - Feedback from the inaugural World Skills Café taking place at IBC2024 on **Thursday 12th September**, the day before the show.
  - **Speaker: Carrie Wootten, CEO and Co-founder, Media and Entertainment Talent Manifesto**
- **Career Development with Rise Academy: Hear from the next generation of industry talent**
  - A panel of young people share their experience and pathways through education to where they are now in their professional careers.
  - **Speaker/Moderator: Polly Hickling, Rise Academy Trustee**
- **Mentoring in Media: Introduction to the pioneering programmes from Rise & WISM**
  - Mentors and mentees discuss these programmes and share advice and tips for anyone looking to take part in the future.
  - **Speakers/Moderators: Donna Kay Smith, Managing Director, Rise; Deepali Narsiker, Head of Allyship, Women in Streaming Media**
- **New Talent Pipeline Strategies**
  - Discussion on partnerships, a new beta-testing initiative giving hands-on experience to emerging industry talent, and what’s needed to make young careers blossom.
  - **Speakers: Amy DeLouise, Founder, #GALSNGEAR; Sarah Mosely, Multimedia Editor, Filmmaker and Technical Consultant; Armelle Canet, Head of Legacy and Broadcast Academy, HBS.**
- **SMPTE Education: Empowering the innovators of tomorrow**
  - Insights into the association’s Education initiatives and how they are providing platforms for young engineers in the formative stages of their media careers.
  - **Speaker: Renard Jenkins, President, SMPTE**

Partners and supporters working with IBC to develop and present the talent programme include **Galsngear, Global Media and Entertainment Manifesto, HBS (Host Broadcasting Services), Pictures for the People, RISE and RISE Academy, Women in Immersive Tech, and Women in Streaming Media**, as well as the six organisations that own IBC – **IABM, IEEE, IET, Royal Television Society, SCTE and SMPTE**.

Pictures for the People, the unique production company that recruits unemployed and disadvantaged young people to work on its productions, will be recording video of the programme throughout the day to capture the entire event.

The IBC Talent Programme is hosting a **Networking Drinks** event on **Sunday 15 September** from **4-6 pm** at the **Café Amsterdam at the RAI**, offering an opportunity to meet and engage with key partners and stakeholders involved in the event.

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### About IBC

Delivering innovation and empowering people, IBC is where the future of the global Media and Entertainment industry is redefined. Energising the market, enabling content everywhere and inspiring new conversations, IBC brings the creative, technology and business communities together to collaborate, learn and unlock new opportunities.

At IBC2024, exhibitors and speakers from around the globe will showcase game-changing innovations and tackle the media sector's most pressing trends and issues – changing perceptions and meeting the needs of the world-leading broadcasters, content owners, rightsholders, service providers and others attending the three-day Conference and four-day trade show.

With a focus on inclusivity, IBC propels change – driving thought leadership, sparking discussion, shifting expectations, accelerating creativity, and enabling real business outcomes. IBC's mission is to empower our 250,000-strong global community to explore new opportunities, build knowledge, and play an active role in the technological transformation and broader change sweeping the industry worldwide.

For further information, please visit: <https://show.ibc.org/>

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