



DISTREE Events launches ‘DISTREE Insights’ Online Content Series

Leading consumer technology channel event organizer DISTREE Events has announced an upcoming series of online market insight sessions in the lead up to the 19th edition of hosted buyer channel show, DISTREE EMEA, scheduled for 3-5 November 2021 at Le Meridien Beach Plaza Hotel, Monaco.

DISTREE Insights will deliver a series of interviews and discussions with senior channel and brand executives, covering a broad selection of topics relating to the EMEA consumer technology sector. The Q&A video series hosted by DISTREE Marketing and Content Director, Liam McSherry, will explore key trends impacting the channel as well as growth areas within the consumer technology space.

Annelies Helmer, Event Director, DISTREE Events noted, *“DISTREE has long delivered first class content sessions at our events courtesy of content partners such as CONTEXT & GfK. Our aim has always been to provide an independent platform for delegates to access a variety of content to inform and inspire. We’re excited to work with many of our past content partners as well as new contributors over the coming months to deliver some great information for the channel community.*

The interview series will explore what’s happening in the retail and distribution channels as well as some broader insights into consumer tech categories such as audio, computing, gaming and smart home. The DISTREE Insight sessions will also delve into the start-up scene and the latest Direct to Consumer (D2C) trends.

Liam McSherry, Marketing & Content Director commented, *“The EMEA consumer technology market is a mix of change, challenges and opportunity for brands and channel partners alike. We want to create an accessible content series to explore what’s happening and discuss different ideas and services that companies can potentially adopt to diversify their business. Many of us miss the opportunity to meet at events and to talk about what’s happening in the channel, so we’re keen to kick-start some conversations with a series of informal Q&A sessions.”*

All sessions will be available via the DISTREE EMEA Insights page and DISTREE youtube channel. Full speaker and topic details will be announced soon.

For more information, please visit www.distree-emea.com/insights

About DISTREE Events

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. DISTREE Events is a Paris-based company owned by Infopro Digital. The team at DISTREE Events has successfully organised such events for more than a decade, gathering more than 10,000 senior executives from 160 countries during that time. DISTREE Events covers both the EMEA and Asia-Pacific regions, with employees based in Paris, Moscow, London and Taipei.

For more information, visit www.distree.com or follow us on Twitter @DISTREE_EMEA

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