



## How Good Was The Digital Signage Investor Conference?

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Gail, Michael and I spent a very, very worthwhile two days in New York City attending and covering the (SI) Strategy Institute's Digital Signage Investor Conference.

Between 75 and 100 folks attended, some comments made mention that the room may have been too small but we thought it was just about right. Venue was good and yes let's do NYC again next year (definitely not Vegas as a very few suggested) – possibly SI could consider Toronto also?

[Dave Haynes commented over on his blog](#) that the attendance was "*pretty good given the economy*" and we'd very much agree with that but point out that the best bit about the event was the great mix of attendees (software, networks, agencies, retailers, VCs, consultants etc).

Stephen Nesbitt did an excellent job moderating and chairing the sessions (really excellent). The SI has had some good moderators in the past but I think it is safe to say that Steve did the best job of all – great humour interspersed in-between sessions and his knowledge and love of the industry showed through as well.

[Day 1 was much better](#) than Day 2 but both days were seriously good.

Most speakers got 10/10 from us, we weren't that keen on the content panel on day one and some attendees agreed with Dave Haynes that the Wall Street guys (Day 1 morning panel discussion) and we quote "*seemed a little jaded and absorbed and spoke in WallStreet-speak*" but we understood some of it and thought that it all jelled together eventually (yes eventually).

[Day 1's Speed Dating session](#) was also incredibly well received.

Day 2's keynote for us was poor BUT we were the only one who thought that – everyone else in the audience seemed to enjoy it.

Regular readers know (and [those who follow our Twitter](#) especially) that we don't like panel sessions. Day 2 VC panel session however was superb but then the panel session at the end of Day 2 shouldn't have been that at all – we just wanted to listen to Rob Gorrie from Adcentricity speak.

All conferences need careful planning on the last day as people are tired from a combination of jet leg, several days without sunshine / outside air / stuck in a room and are all antsy with planes to catch. SI should therefore think carefully next year about the last few sessions. Laura Davis-Taylor's take on picking up the pace was to speak so fast that my middle aged brain could take in none of what she said (she did give me a copy of her book '[Lighting Up The Aisle](#)' though which was gratefully received).

Ana Stewart, Etienne Reignoux and [Ajay Chowdhury](#) were the token Europeans speaking. They were all very good but we have volunteered to help out more next year and get more Europeans and more Asian region folks to attend and speak.

OVAB got lots and lots of mentions from the majority of the network owners who spoke (and also those who posed questions from the floor). If you are a network owner in the US or Europe and haven't joined then there is no better recommendation from the last 2 days for why you should!

We suggested to [Suzanne La Forgia \(nee Alecia\), president of OVAB](#) at the end of the event that next year they might like to try and coincide OVAB's annual summit and this event next to each other in the calendar (there are some Europeans for example who will be back in NYC in 10 days time for the [OVAB Digital Media Summit on 28th October](#)).

So we end by re-iterating how good the event was. All those who spent money to attend would have DEFINITELY got value for money and we can guarantee that they will ALL be back next year.

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