IMTS Network Panel

Moderator: Peter Eelman, Vice President & CXO
Panelist: Jules McGuire, Senior Manager – Exhibitions Content Development
Panelist: Adam Gambrel, Exhibitions Content Manager – Digital
AMT – The Association For Manufacturing Technology
What is the IMTS Network?

The IMTS Network will focus on emotionally driven narratives and eye-opening perspectives at the intersection of technology and humanity.

• Feature Videos
• YouTube Video Series
• Social Media-Friendly Videos
• Articles
• Longform Stories
• Infographics
The IMTS Network will engage and grow a community that has a shared passion for manufacturing and transformational technologies that impact our lives.

In support of this community, the IMTS Network will identify, create and share manufacturing related content that informs, inspires and influences progressive action.
Content Categories

- Economic Forecasting
- Storytelling
- Manufacturing
- IMTS
- Skilled Workforce
- Resources
- Events
- How-to Video
- Iconic Products
- Business
- Follow a product
- Chicago
- AMT products
- Emerging technology
- Spotlight on Careers
WHAT IF WE DIDN'T NEED SPIDERS OR WORMS TO HARVEST SILK?

"Sericulture, the production of raw silk by means of raising caterpillars (larvae), particularly those of the domesticated silkworm..."

- Encyclopedia Britannica
CONTENT DEVELOPMENT

Sourced - External
Live-Stream Event: Highlight Reel
ONLINE PLATFORMS

Will utilize efficient functionality to deliver topical playlists and themes.
LOGISTICS

PHYSICAL

- Physical studio
- Contracted partners
- Physical production needs
DISTRIBUTION

**4 MONTHS**
12/1/19 - 3/20/20
- Develop IMTS Network webpage on IMTS.com

**4 MONTHS**
3/21/20 - 7/20/20
- Soft launch of IMTS Network webpage

**3 MONTHS**
7/21/20 - 10/20/20
- Hard launch of IMTS Network webpage and content

**6 MONTHS**
10/21/20 - 4/21/21
- Analyze measurements

**1-YEAR**
2022

**2-YEAR**
2023
- Develop a stand-alone branded website
Share your story
imts.com/stories

Or email: Jules McGuire, jmcguire@imts.com