

# IMC launches webinar series for users of connected devices

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A webinar series that will draw audience from users that buy and deploy connected devices in the field – and covering user-driven topics – has been announced by the IoT M2M Council (IMC), a trade association serving the IoT sector.

The IMC currently counts 18,000 enterprise users, OEMs and apps developers as members, and is adding 300 new IoT buyers to its membership rolls weekly. The webinars will be promoted directly to this adopter membership.

The first webinar will be on June 30, is called “Satellite IoT comes out of its niche” and is sponsored by Orbcomm. Others so far announced include “How do you scale IoT and M2M deployments quickly” on July 14, “Trusted environments at the edge” on September 22, “IoT software platforms: Defining outcomes” on October 20, and “Satellite connectivity for critical, global asset tracking” on November 17.

“We’ve polled our members extensively and these are topics that they feel they need to learn about,” said IMC chairman Alexander Bufalino. “The first beta webinar promoted to this group drew almost 600 attendees, and they were almost exclusively by IoT buyers.”

In keeping with the group’s strict privacy policies, only sustaining members on the IMC’s board of governors can sponsor the webinars and open communications with attendees to the online events. IMC adopter members are a fairly even mix of individuals from 25 different vertical market sectors, including energy, logistics, healthcare, manufacturing, building and construction, and retail. Roughly 30 per cent of those members are from Europe and 30 per cent are from North America, with the remainder spread out across the globe.

“Our plan is to test these fairly horizontal subjects first to confirm what kind of response we get, then delve into topics that are more vertically oriented,” says Bufalino.

The IMC also is establishing a steering committee from its adopter member rolls, called the Connected Leadership Committee, which will meet quarterly for a focus group on various categories of IoT products and services. The committee’s first focus group will be held on August 18, 2016.

“Like the IoT industry itself, our membership is very international, and comes from many different industries,” said Bufalino. “We have good reason to believe that online alternatives to live events – like webinars and online focus groups – will bring the greatest level of participation from such a diverse group, with what we hope is very meaningful interaction.

The London-based IMC is the largest and fastest-growing trade group dedicated to the global IoT and M2M sector, with more than 18,000 members joining since February 2014. Board member companies include Aeris, AT&T, Deutsche Telekom, Digi International, Ingenu, Inmarsat, Intel, Kore, Nighthawk Control, Orbcomm, PTC, Semtech, Sigfox, Telecom Italia, Telit, Verizon and Wipro.