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Betreff: BOCOM postponed to 3 September 2020

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BOCOM moved to 3 September 2020

Dear BOCOM-Follower,

on April 23rd, 2020 "BOCOM - Experience Borderless Communication" was scheduled to take place as an innovative test lab and multi-site congress. The central conference location with about 200 experts in Berlin, connected with decentralized hubs around the globe - and all participants working interactively and participatively on the communication and collaboration of the future. We still believe in this concept wholeheartedly! However, due to the current dynamic development in connection with the spread of the corona virus, we have now decided, in close cooperation with our partners, to postpone BOCOM.

Making this decision was not easy for us, but the safety and health of all BOCOM partners, participants and speakers is our top priority. We do not know how long this exceptional situation is going to last for, but at this time we cannot approach BOCOM with the attention it deserves.

The project is funded by the German Federal Environmental Foundation and scientifically accompanied by the Fraunhofer IAO. The main goal of this research project is to investigate the concept of a hybrid event, i.e. to compare aspects of the online event with live aspects of this event and to derive recommendations. This research would not be feasible with a pure online event and therefore we decided against this option.

We are already looking forward to getting BOCOM rolling with you on its new date, September 3rd, 2020! We are convinced: Together we will overcome this crisis and launch into the future of the event sphere with many fresh ideas.

What's next? Stay tuned on www.bocom.online

See you then –
with best wishes from

Julia Hachenthal (Marketing & Events Manager)
& the entire BOCOM-Team

About BOCOM

BOCOM grew out of the "Future Meeting Space" (FMS) innovation network, which was founded in 2015 by the GCB German Convention Bureau and the Fraunhofer Institute for Industrial Engineering IAO with the aim of defining

technical, organisational and spatial conditions for successful events of the future. The multisite conference format taking place at different locations was one of the first future meetings scenarios identified by the FMS research initiative. With BOCOM, the GCB and Fraunhofer IAO, together with their partners c4 Berlin (formerly TRIAD) and visitBerlin Berlin Convention Office, have now initiated the first test lab for borderless communication in the digital age.

Besides the initiators, the following partners are involved in BOCOM: [ACCOR](#), [AllSeated](#), [Design Offices](#), [gamelab.berlin](#), [Instaroom](#), [KFP Five Star Conference Service](#), [MakeIT Consulting](#), [meetvoo conferencing](#), [NBTC Holland Marketing](#), [Neumann & Müller Veranstaltungstechnik](#), [nomtek](#), [robo.ai](#), [slido](#), [Ungerboeck](#), [urbanana](#), [WeAre und VR Business Club](#).

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