



SCTE reaches out to its members as COVID-19 wears on

The SCTE has responded to the challenges presented by the on-going Coronavirus pandemic in a variety of ways. Recognising the isolation its members will be experiencing as we are told to stay indoors and reduce the spread of the virus, the SCTE has launched a closed Facebook page offering its COVID-19 toolkit, a variety of resources and a growing community of likeminded members' experiences to draw from.

Members can join the Facebook group and are urged to contribute to the dialogue. As an organisation we are only as strong as our members, and we want to hear from you. Let us know how we can support you at this time – you can reach us at **office@thescte.eu**.

It is worth remembering that the pandemic would have been infinitely harder to bear if it had taken place any earlier than 1996. Without the internet, infection rates would have been far higher as we would have been forced out of the house for any shopping, doctor's appointments, banking and general errands - remember how used to paying for things online we have become.

Without the internet, your ancient videotapes would have worn out by now, as would the tracking facility on your VCR, and you would have been forced to watch terrestrial TV in real time. Without the internet, we would have missed out on the social connection provided by Zoom calls, WhatsApp groups, social media and email technology. Without the internet, a generation of students would have missed almost an entire year of education, affecting their prospects for the rest of their lives. We have a lot to be grateful for that this happened when it did, trying though it is.

It's a privilege for the SCTE to be central to an industry that is currently the beating heart of the nation's connectivity, rising so professionally to the emotional, educational and commercial needs of the public, day after day as this crisis wears on. It feels entirely appropriate therefore for the SCTE to have harnessed that technology, and in the absence of any physical events, launched a series of webinars on a monthly basis, covering topics such as fibre, DGA, DOCSIS and the Internet of Things.

Our first event took place on January 28 with our good friends at Amphenol in a webinar entitled "Getting the Most out of

Coax" and was very well attended; over 140 attendees tuned into listen to experts from the SCTE table questions for Nick Padfield, Technical Product Manager and Tim Cooke, Director of Product Management at Amphenol for over an hour. With 141 attendees from over 18 countries, it was an excellent and very social hour spent; we all came away knowing a little more about coax, a bit more about each other and a better understanding of the capabilities and opportunities of this technology.

Receiving emails from trendy marketing companies urging their readers to 'reject old-school webinars' is jarring when this technology is still so new, but it is an indicator of how fast things are moving and that there is clearly an appetite for this sort of content. Demand was such that very quickly we turned our attention to our next webinar a month later.

This took place on February 23 with our friends at Technetix, whose CTO Jan Ariesen took time out to offer a very polished presentation their new DGA technology and a live demo from their specially constructed suite, followed by a fascinating 'fireside chat' with the SCTE. In April we are delighted to be working with our Corporate Members CommScope who will be focusing on a theme around PON developments - near term architectures and future evolution. If you missed any of our webinars the first time around, they are available on the new Webinar page of the SCTE website where we have clips and the full hour-long footage for you to explore.

We are delighted with the response to this so far, and feel as a learned society we are at the heart of such debate, harnessing the technology of the day to connect with our members and connect with our members and partners, we are delivering on our mission to educate and support the broadband sector.

At a time when we are all feeling increasingly socially deprived and mental health is at the top of the agenda for companies everywhere, the social interaction offered by a webinar is clearly important, and the strong attendance on both our early webinars demonstrates this is a service worth delivering. We are excited about the upcoming events which we'll share via our usual channels and ensure you're kept informed as more are announced. If you have an idea for a webinar, let us know, we would love to hear from you. Thanks for joining us.

For further information, please see www.thescte.eu

 www.facebook.com/groups/802011470440887



SCTE Webinars

Interested in working with the SCTE on its 2021 webinar programme?

Connect with your customers and raise your profile with our new series of webinars!

What is the SCTE webinar series?

With our new virtual Zoom platform and lead generation tools giving you access to new contacts, our webinar series can be tailor-made to suit your needs. We will work with you to develop compelling topics for discussion over a series of weekly webinars, featuring speakers of your choice, streamed live to your targeted audience. We will provide you with a comprehensive multi-platform marketing plan direct to our own database of SCTE members and partners, as well as targeting your own customer database.

Our after-care service includes the opportunity to use the data generated from registrations and attendees after the event to generate leads and convert them into sales.

Who are our partners?

We work closely with a range of international partners, including trade associations and exhibition organisers – with access to thousands of the industry professionals and the decision-makers that you need to reach.