



Rise Announces New Initiatives and a Dedicated Booth for NAB 2024

London, UK – March 3rd, 2024 – [Rise](#), the award-winning advocacy group for gender diversity in broadcast and media technology, is set to make a significant impact at NAB 2024 with a compelling programme of events, new initiatives and a dedicated booth - West Hall, Booth 4500.

Serving as a hub for the Rise community, the NAB booth will offer numerous activities to help attendees have a great tradeshow experience. Rise aims to empower women at all stages of their professional growth, and the team will be going the extra mile to provide a supportive environment, with a lineup of events to inspire and engage.

The Rise Booth

Rise has created a lounge style space in the West Hall on Stand 4500 — an exclusive area designed for their community to connect, relax, and network. The stand has been generously provided by [DCE Agency](#) and [Think Logistics](#).

The Rise Booth will offer:

- Lockers for securing personal items
- Comfortable seating space for meetings and relaxation
- Emergency kits sponsored by [IMES](#) with tradeshow essentials and a healthy snack courtesy of [Kate's Real Food](#)
- A silent disco featuring meditative channels, sponsored by [FooEngine](#)

Saturday, April 13th: Pre-Show Networking Event

Join Rise for pre-NAB drinks and network with the Rise community before the show begins.

Registration: [LINK](#)

- Time: 5pm onwards
- Location: Casa Calavera, located at The Virgin Hotel

Monday, April 15th: Networking and Wellness Event

Rise will introduce a wellness initiative facilitated by fitness pros [Laurie Bulman](#) and [Claudia Nettig](#) at [WellnessandCare](#), a global digital wellness platform. This initiative is designed to help maintain tradeshow health and fitness, with engaging videos covering a wide range of topics including pilates, movement awareness, organic mindfulness, physical therapy, weight training, holistic health, and life stories. Attendees can choose from a variety of 30-minute workshops followed by networking opportunities, with insights from Donna Smith, Managing Director of Rise.

- **Location:** West Hall - Booth W4500
- **Time:** 7:30am onwards
- **Register here:** [LINK](#)
- No need for gym attire, just comfortable clothing. The sessions will feature:
 - Breathing exercises for stress reduction



- Posture alignment tips tailored for desk work and standing desk enthusiasts
- Demos of convenient exercises designed for on-the-go professionals, utilising bands and props that fit in a suitcase

For more information on Rise, its initiatives, and the NAB 2024 program, please visit the official website www.risewib.com.

-ENDS-

About Rise

Rise was formed in 2017 to support and promote women working in the non-craft part of the broadcast media technology industry in operations, engineering, sales, marketing and business. Since its conception, Rise has grown to become a global network hosting events at Broadcast Asia, IBC and NAB. Rise's industry wide diversity and inclusion strategy, incorporates mentoring programmes, community building, and awards, as well as sector specific training and development programs across all areas of media technology.

For more information visit - www.risewib.com

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