

2018

- Dr. Isa Hofmann was chairman of the session „transport and mobility“ on the occasion of the **57th Global Fiber Congress**, Dornbirn-GFC in Dornbirn, Austria (September 12-14, 2018)
- Lecture on the occasion of the 7th Smart Textiles Symposium (September 12-13) in Dornbirn, Austria titled **“Artificial intelligence opens up new opportunities for customer dialogue – from social bots to chatbots”**. Dr. Isa Hofmann was chairing the first day of the symposium
- Wafaty Keynote Speaker on the occasion of **AGORADA conference 2018** on June 20, 2018 in Charleroi, Belgium. Dr. Isa Hofmann gave two lectures on how business models and leadership are changing in times of digitization
- June 14, 2018 lecture **“To what extent professional communication may be automated in times of digitization? Which tools are available and what are the limits of automatization?”** on the occasion of the biannual meeting by the trade show and marketing board of VDMA in Linz, Austria
- Lecture **“How a professional dialogue can secure the trade fair success”** in the framework of IVGT (Industrieverband Veredlung – Garne – Gewebe – Technische Textilien e.V.) workshop “Trade fair communication” February 27, 2018 in Frankfurt am Main, Germany

2017

- Active participant in the panel discussion **“Smart retail - web interfaces and social networks: how to adapt to new behaviours”** during Avantex September 18, 2017 in Paris, France
- 56th Man-made Fibers Conference: Preparation and moderation of the panel discussion **„The endless saga of ultra-light & ingenious performance features: what’s next?”**, September 14, 2017 in Dornbirn, Austria
- Dr. Isa Hofmann gave a lecture on recent trends in the technical textile sector in the framework of an internal workshop on August 22, 2017 in Weißkirchen, Austria for Kufner Holding GmbH
- Lecture **„Smart and connected in 2025 - A vision of the future: How digital innovations will change our daily life”** on the occasion of Med-e-Tel, April 5, 2017 in Luxembourg

2016

- Keynote lecture „**Digitale Transformation: Wie die smarte Vernetzung unser Leben verändert**“ during a networking evening event at HTL (Höhere Technische Bundeslehr- und Versuchsanstalt) in Dornbirn, Austria, November 17, 2016
- Keynote lecture “**Smart and connected in the future: How digital innovations will change our daily life**” on the occasion of SALTEX and the Smart Textiles Symposium October 5, 2016 in Dornbirn, Austria

2015

- Dr. Isa Hofmann developed the concept and was moderator of the accompanying conference at the **SportsGear Sourcing Days** in Annecy France, December 08 and 09, 2015

2014

- Dr. Isa Hofmann developed the concept and was moderator of the accompanying conference at the **SportsGear Sourcing Days** on December 02-03, 2014 in Annecy, France
- March 12, 2014 Dr. Isa Hofmann was assigned to moderate the official contract signing of the future cooperation between **North Rhine-Westphalia, Germany and the French region Nord-Pas de Calais in the sector new materials and lightweight construction** on the occasion of JEC 2014 in Paris, France
- Dr. Isa Hofmann gave a presentation about ongoing activities in marketing and PR for **NovaScape** on 31st January 2014 in Weimar, Germany, on the occasion of the 3rd workshop in “project phase II” of NovaScape – Building Intelligence

2013

- December 17-18, 2013: Moderation of the **SportsGear Sourcing Days** in Annecy, France; IHOFMANN was assigned to develop the concept and perform the conference
- Presentation on the planned PR and marketing activities for the **NovaScape** project in July 2013 at the ITV-Denkendorf in Denkendorf, Germany

2011

- world.manufacturing.forum 2011, Lecture titled "**Digital revolution and its influence on the workplace 2020 - implications of a complete interconnectedness on our future lifestyle**" May17, 2011 in Como, Italy
- Lecture "Tendencias de consumo e materias inteligentes". MODISSIMO, February 24, 2011 in Porto, Portugal
- Futex 2011 : 4ème Convention européenne des textiles innovants, keynote lecture: "**Tendances globales life-style et applications dans les textiles intelligents**" January 19, 2011, Marcq-en-Baroeul, France

2010

- Lecture "**Global lifestyle trends and their impact on smart textiles' applications**". ITEC10, International ICT Congress, November 24, 2010 in Hanau, Germany. Organized by the Hessisches Ministerium für Wirtschaft, Verkehr und Landesentwicklung
- CASA 2010 Home-Design-Exhibition, Keynote lecture: "**Global megatrends and their impact on intelligent textiles for ambient assisted living and architecture**" October 19, Tel Aviv, Israel
- Round-table discussion in the framework of the **Ethical Fashion Show**, September 27, 2010 in Paris, France
- Keynote lecture "**The textile matrix on the move: Current global lifestyle trends and their impact on product innovations.**" on the occasion of the Advanced Textiles 2010 - a US-European entrepreneur networking conference, June 16-17, 2010, Paris, France
- 6th Annual smart fabrics conference: Lecture titled "**The textile matrix on the move: Global megatrends and their impact on smart textiles' applications**" April 14-16, 2010, Miami, Florida, USA
- titv-Konferenz – Lecture titled "**Potenziale für HighTech Textilien**", February 25-26, 2010, Bio-Seehotel Zeulenroda, Germany

2009

- Smart Textiles Salon, 80th anniversary of the Department of Textiles at Ghent University, Keynote lecture "**Major lifestyle trends and their impact on smart textiles**" September 25, 2009, Ghent, Belgium
- Smart E-textile solutions, IFAI Expo 2009, Keynote lecture "**World trends & innovations in smart textiles**" September 22, 2009, San Diego, California, USA

- 48th Man-made Fibers Congress, Lecture titled "**Smart textiles gain momentum: Outlook on trends and most promising applications**" September 16-18, 2009, Dornbirn, Austria
- Congress IMB Forum, Keynote lecture "**Challenges and bottlenecks of smart fabrics and interactive textiles (SFIT) and how Systex (FP7) aims to cope with it**" April 23, 2009, Cologne, Germany

2008

- Keynote lecture "**Les textiles intelligents: La réalité du marché et les perspectives d'avenir**" in the framework of the two days workshop VIP 2008: Colloque du vêtement d'image et de protection March 11, 2008, Paris, France

2007

- **Lecture related to the smartTextiles community** in the framework of the smart textiles show of Cetemmsa, Centro Tecnológico November 7, 2007, World Trade Center, Sala Port Vell, Barcelona, Spain
- **29th International Conference of the IEEE Engineering in Medicine and Biology Society** in cooperation with the Biennial Conference of the French Society of Biological and Medical Engineering (SFGBM), August 23–26, 2007, Lyon, France

2006

- **28th International Cotton Conference Bremen**, Faserinstitut und Bremer Baumwollbörse, March 22–25, 2006, Town Hall Bremen, Germany

2004

- **ITAC (International Textile and Apparel Congress)** in Mumbai, India – July 15–16, 2004 organized by KSA Technopak
- **VDI – working group Textile technology** at the university of Reutlingen, June 17, 2004 in Reutlingen, Germany
- **Texworld**, Paris, February 25, 2004 organized by Messe Frankfurt France

2003

- **IWTO (International Wool Textile Organization) conference** in Dubrovnik, Croatia, December 1st, 2003
- **Apparel Convention** organized by the German Textile and Clothing Association North-West, Muenster and the IG Metall, NRW "Future visions of the apparel industry: Future markets, future strategies – future concepts", November 26, 2003, Halle, Germany
- **ITMF (International Textile Manufacturers Association) annual conference** October 21, 2003, Dresden, Germany
- **International Chemical Fibre Symposium:** Lecture titled "International trade fair activities – Connecting various worlds", September 18–20, 2003, Dornbirn, Austria
- **Interior Day of DMI (German Fashion Institute)** during Heimtextil, January 10, 2003, Frankfurt am Main, Germany

2002

- **EMI (European Fashion Institute) Conference** November 14–15, 2002, Berlin, Germany under the motto: "fashion when cholera is ruling" (reference to Gabriel Garcia Marquez) EMI is a joint event organized by the leading German textile publication TextilWirtschaft and the German Fashion Institute
- **2 Narrow Fabrics Conference** at the Jakob Mueller Institute of Narrow Fabrics, September 12–13, 2002, Frick, Switzerland
- **bed & more – the European bedding forum**, August 29–30, 2002, Messe Frankfurt, Frankfurt am Main, Germany

2001

- **Workshop at the Swedish research institute IFP** in Moelndal, Sweden, October 11–12, 2001