***PRESS RELEASE***
*For Release: 30th August 2023*

# CUEZ by TinkerList, appoint UK representation consultants Catch the MICE to drive event-sector business




Tinkerlist, a trailblazing force in the broadcast industry, proudly announces the official launch of their innovative product, CUEZ: A rundown and script platform engineered to redefine live broadcasting. This monumental step marks a significant advancement not only for Tinkerlist but also for the realms of broadcasting and events.

In a strategic collaboration, Tinkerlist has partnered with Catch the MICE, a leading UK-based representation agency, specialising in the promotion of event-technology and in-person event solutions to the event sector. Catch the MICE will serve as their exclusive event-sector business development partner. This strategic partnership underscores Tinkerlist's commitment to advancing event-production innovation.

CUEZ is a breakthrough in simplifying live-event execution, representing a major shift in broadcasting. Tinkerlist recognises the challenges like last-minute changes, precise timing, and workflow management that trouble live-event production. CUEZ solves these issues seamlessly, blending advanced technology with innovative design. It's user-friendly, making its features accessible to all expertise levels, whether it's a live in-person show or an online broadcast event.

Its groundbreaking features include:

- **Collaborative Rundown:** Collaborate in real-time on scripts and rundowns, boosting productivity.
- **Automation:** Optimise cameras, microphones, and software with an intuitive editor for a seamless workflow.
- **Web Prompter:** Enhance on-camera performances using CUEZ's web prompter mode for compelling presentations.
- **Timing and Cueing:** Effortlessly control live show timing with CUEZ's cueing feature, ensuring smooth broadcasting.
- **Customisable Workflow:** Tailor CUEZ to your specific production needs for seamless integration.

Tinkerlist's dedication to collaboration and innovation is highlighted through CUEZ's seamless integration with external tools like vMix. This integration enhances video mixers, playout servers, and streaming devices, minimising errors and boosting efficiency.

CUEZ represents more than just a product; it embodies a significant step into the future of collaborative live event delivery and broadcasting. By blending technology and innovation, CUEZ aims to reshape the event-sector, ushering in efficient, automated, and collaborative media production.

Tinkerlist is embarking on an extraordinary journey to improve the future of broadcasting and looks forward to supporting the event-sector as part of the journey.

**Aaron Nuytemans, Head of Business Development for** TinkerList said, “We are already well established in the field of media broadcast, with internationally recognised media using us on a daily basis. Our solution has already been utilised by large-scale event producers at the Emmy's, by EA for eSport events and by the production team at WebSummit; however, we see huge potential within the main-stream event-sector for our product as our latest innovation CUEZ, provides the missing link for events producers to simplify and improve their production. Our strategic partnership with Stuart at Catch the MICE opens a vast new market for us and we are keen and excited to work with his team, as well as event producers, to support the revolution in event media broadcast.”

**Stuart Mitchell, Managing Director of Catch the MICE** said ‘It’s clear from the research we conducted earlier this year, which we published in our ‘State of the Sector report 2023’ in the Summer, that event producers are looking to up-their-game in terms of media broadcast. They now need to compete with TV-show quality production; whether that be at a live in-person conference, on-line or a mixture of both. In many ways producers currently have their hands tied by antiquated ways of doing business, including manual spreadsheets and run-of-show documentation; CUEZ offers a state-of-the-art solution to rectify this. We are extremely excited about helping event-producers improve their media broadcast in partnership with CUEZ by Tinkerlist.

To find out more, please visit either www.CatchtheMICE.com or https://cuez.app or contact Stuart Mitchell at Catch the MICE via stuart@catchthemice.com or alternatively by telephone +44 (0)7771 946614.

– ENDS –

Notes to Editors:

**Tinkerlist** is an innovative tech company committed to revolutionising the landscape of live broadcasting and event production. CUEZ, its groundbreaking Rundown and Script Platform, stands as a testament to Tinkerlist's dedication to propelling the media and broadcasting sectors forward.

**Catch the MICE** is an established sales representation and customer success agency; introducing independent hotels, venues, event technology, including virtual event and hybrid solutions, to UK MICE event organisers. Led by Managing Director Stuart Mitchell, with over 30 years of experience within the hospitality and events industry, the consultancy provides the link between event organisers and venues / event services seeking to tap into the UK MICE market.

To know more about any of the services offered by these companies please contact Stuart on stuart@catchthemice.com or alternatively by telephone +44 (0)7771 946614.




