Premiere of the Green Event Day at Prolight + Sound



Picture: istockphoto

Spectacular staging and ecological action can go hand in hand. This is the signal that Prolight + Sound 2022 is sending out with the premiere of the Green Event Day ? at the same time, setting impulses for the innovative strength and the sense of responsibility in the industry on the way to more sustainable event operations. The theme day on 27 April 2022 will offer lectures, panels and best-practice presentations on the careful use of natural resources. The programme is being developed in close cooperation with the European Association of Event Centres (EVVC) and supported by the Association of Media and Event Technology (VPLT).

What impact does the EU Green Deal have on the events industry? How can sustainable event technology support the branche on its way to a greener future? What needs to be considered in terms of communication to ensure that the commitment is also noticed by visitors and partners? These and other questions will be addressed by the experts at the Green Event Day at Prolight + Sound. Representatives from associations (EVVC, VPLT, LiveMusikKommission), companies from the entertainment technology sector (Adam Hall, Neumann & Müller, Cameo Light, DeerSoft), venues (Düsseldorfer Congress GmbH, Velomax GmbH, Markthalle Hamburg) as well as tourism boards, communication and event agencies will be present.

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The keynote address will be given by futurologist and trend researcher Oliver Leisse. Leisse is the founder of the ?SEE MORE Future Research & Development? institute, author of non-fiction books such as "Be prepared: 30 Trends for the Business of Tomorrow" and host of the podcast ?Zukunft, Trends & Strategien?. The programme will conclude with a presentation and Q&A session by Stefan Lohmann, founder of the ?Sustainable Event Solutions? project. Lohmann will present the 16 Steps initiative for the climate neutrality of the event industry by 2025 and explain why ecological action can also lead to economic advantages in tough competition.

Prolight + Sound also makes its commitment to environmentally friendly solutions visible outside of the Green Event Day. For example, manufacturers of products that can contribute to a positive eco-balance in event operations are marked with a special ProGreen label in the exhibitor search and in the trade fair catalogue. In addition, there are several guided tours to exhibition stands that present sustainable event technology in action.

With the Future Hub, Prolight + Sound for the first time offers an exhibition area that is created entirely using recyclable materials and is powered 100 per cent by green electricity. The Future Hub bundles content that is particularly important for young talents in the event industry. In times of a shortage of skilled personnel, it brings companies and qualified professionals together, showcases training opportunities in the event industry and gives start-ups the opportunity to present themselves at reduced rates.

The Green Event Day programme (27 April 2022):

11:00, Keynote - Does that make sense? On the desire for attitude and sustainability among Generation Z.

- Speaker: Oliver Leisse, futurologist and trend researcher, speaker, author, podcaster and founder of the SEE MORE, Future Research & Development Institute in Hamburg.
  Moderation: Awid Vahedi, Empowerment Coach & Speaker

12:00, Panel (in English): The EU Green Deal and the Event Industry: Challenges and Opportunities

- Alexander Pietschmann, CEO, Adam Hall Group
- Ilona Jarabek, Managing Director, Musik- und Kongresshalle Lübeck, President of the EVVC
- Mike Keller, Managing Director, Markthalle Hamburg & Sustainability Manager/Consultant
- Moderation: Randell Greenlee, Director Policy and International Relations, VPLT

13:00, Panel (in English): Entertainment Technology ? Digitalization: New Formats, Products and Solutions for a Sustainable Future

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- Sebastian Schenk, Commercial Director Digital Live Events, Neumann & Müller GmbH & Co. KG
- Herbert Bernstädt, Lighting Specialist, Cameo Light
- Moritz Staffel, Managing Director, DeerSoft GmbH
- Moderation: Randell Greenlee, Director Policy and International Relations, VPLT

14:00, Best Practices - On the way to sustainable action with the EVVC - today & tomorrow

- Timo Feuerbach, Managing Director, EVVC
- Markus Demuth, Director Quality Management, Düsseldorf Congress GmbH
- Daniela Wiese, Marketing Director, Regensburg Tourismus GmbH
- Moderation: Awid Vahedi, Empowerment Coach & Speaker

15:00, Best Practices - Sustainability in Berlin ? strategy & practice

- Judith Engelhardt, Press Officer, Velomax Berlin Hallenbetriebs GmbH
- Annegret Zimmermann, Sustainability Project Manager and District Tourism Advisor visitBerlin
- Moderation: Awid Vahedi, Empowerment Coach & Speaker

16:00, Best Practices - Communication SUSTAINFESTIVAL: Authentic, credible, transparent and continuous

- Timo Feuerbach, Managing Director, EVVC
- Markus Demuth, Director Quality Management, Düsseldorf Congress GmbH
- Daniela Wiese, Marketing Director, Regensburg Tourismus GmbH
- Moderation: Awid Vahedi, Empowerment Coach & Speaker

17:00, Lecture: Sustainability is not the problem, but the solution - also economically!

- Stefan Lohmann, Talent Buyer & Booking Agent, Founder of Sustainable Event Solutions

Participation in all lectures, workshops and product demos is free of charge for visitors with a valid ticket.

www.prolight-sound.com
www.evvc.org
www.vplt.org

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