

Prolight + Sound 2024 Online Press Conference



Picture: Mathias Kutt

Prolight + Sound, a trade fair for the event & entertainment technology industry, today held their anticipated international online press conference. A multitude of press representatives from Germany and abroad joined Kerstin Horaczek (Vice President Technology Shows at Messe Frankfurt Exhibition GmbH), Mira Wölfel (Director Prolight + Sound) and guest speakers Randell Greenlee (European Policy Adviser, VPLT (The German Entertainment Technology Association), Ilona Jarabek (President, European Association of Event Centres (EVVC) and Stefan Weil (CCO, Chief Creative Officer, Atelier Markgraph) in the online panel. In a landscape marked by challenges, Prolight + Sound 2024 (19-22 March 2024) has set its sight on emerging as a testament to the resilience and collaborative spirit of the event industry.

In the face of impending recession and a growing demand for sustainability, the event industry finds renewed optimism through mutual support and collaboration. Prolight + Sound 2024 recognizes this spirit and aims to position itself as a catalyst for new alliances and innovative solutions. The fair aspires to be a melting pot, bringing together creative minds from all corners of the event technology world. At the heart of the sector for 29 years, Prolight + Sound remains at the forefront of industry discourse. The event is a true community get-together, a global family where professionals can connect and explore the latest advancements.

As the public's appetite for entertainment grows, evidenced by this year's vibrant festival season, Prolight + Sound 2024 aligns itself with the future, focusing on the

newest technical innovations in the event technology sector as well as sustainability concepts and the promotion of young talent.

The upcoming show promises a vibrant mix of glitz, glamour, and serious business. Attendees can anticipate an exceptional keynote programme, captivating live performances, exclusive community nights, and upgraded red carpet award ceremonies. Prolight + Sound 2024 is where the international event technology family convenes.

Key Highlights: What to Expect

- **Theatre + Light:** Europe's largest trade fair for lighting in the event industry, showcasing the latest products by key players from nearly 40 countries. In addition, ROBE will celebrate their 30th anniversary at Prolight + Sound 2024 with a spectacular area.
Expanding the Audio Sector: Key players such as RCF, L-Acoustics, HK Audio, DAS Audio, and Meyer Sound will present exciting innovations. At the new Audio Bar, visitors can try out high-quality headphones from well-known brands in a relaxed bar atmosphere. The Live Sound Arena will showcase sound reinforcement systems under realistic conditions.
- **Performance + Production Hub:** The innovative hub for product experience, knowledge transfer, and entertainment will be expanded to a 3,000 m² area including a newly built Soundbox, that will be brought to life by an array of high-calibre live performers.
- **Enhanced Educational Programme:** The Prolight + Sound College will consist of three bilingual colleges (EN/GE): Camera College (in cooperation with the BVFK), ProAudio College (in cooperation with the VDT e.V.) and the VPLT College. The Prolight + Sound Knowledge Hub will include the Prolight + Sound Conference (in cooperation with the VPLT), I-ESC (International Event Safety Conference) with a curated, bilingual programme, the Manufacturers' Forum and the Main Stage, where an array of high-calibre keynotes will be presented by renowned speakers.
- **Emphasising Sustainability:** "Green Sessions" in collaboration with EVVC, a re-designed Future Hub as an Urban Garden, and guided tours on sustainable event technology.
- **Image Creation Hub:** A new moving image area, developed in cooperation with the BVFK (Federal Association of Television Cinematographers), featuring workshops, exhibitions, and daily talks on cutting-edge topics. At an accompanying exhibition, visitors can experience the innovations of renowned brands (for example, Canon, Sony, Sumolight and many more).
- **Promoting young talent:** Future Hub (Hall 11) is the central contact point for young event talents. It consists of the Campus (where educational institutions present specialised courses of study), Career Center (a meeting hub between professionals and companies with vacancies), Start-up Area (a low-cost presentation opportunity for young, innovative companies) and the Networking Lounge (which invites young and seasoned professionals to relax, connect, and exchange ideas in a cozy Urban Garden setting). The

Future Talents Day (on 22 March) shows occupational fields in the industry to trainees and students.

- Upgraded community events and awards: Prolight + Sound 2024 introduces new community events, including three community nights at exclusive locations in Frankfurt City, among them the Champions Bar at the Marriott Hotel.
- The Opus / Sinus Award Ceremony transforms into a glamorous red carpet gala dinner at the Steigenberger Icon Frankfurter Hof (21 March).
- New visitor groups: Prolight + Sound is further opening up new target markets and visitor groups, among them Scandinavia, amusement parks, churches, theatres & playhouses and rental companies.

Prolight + Sound 2024 boasts an elevated keynote program with luminaries such as:

- Holoplot: on the groundbreaking immersive audio system they created for The Sphere in Las Vegas
- Genevieve Cleary: Award-winning creative director on "The Power of Sound."
- Stefan Weil: CCO of Atelier Markgraph on "Music makes the people."
- William Ellis & Prof. Tim Wall: talk about their "What is your One LP?" project
- Gregor Tresher & Edgar Dirksen: on their careers, being a producer, running a label etc.
- Prof. Stefan Luppold & Patrick Haag: will explain the "Success factors for events"
- Yasi Hofer: about live performing and touring life

Renowned live performers, including award-winning DJ Emanuel Satie and guitarist Yasi Hofer (Helene Fischer band and others), promise to elevate the entertainment quotient. The full programme, including further speakers and performers, will be announced in the coming weeks.

All lectures, workshops, product demos, and the PLS Community Nights are free of charge for visitors with a valid ticket. Prolight + Sound 2024 promises four days of innovation, product presentations, education, and networking.

www.prolight-sound.com