Prolight + Sound to Reunite the Event Industry



Picture: Jochen Günther

Prolight + Sound in Frankfurt am Main from 26 to 29 April 2022 offers a host of insights into the future of event and media technology. For the sector, the show is a great reunion following the two-year break due to the pandemic. It is also the first event of this year at Frankfurt Fair and Exhibition Centre and thus represents two major steps into normality in the event business.

Virtually no other industry has been so hard hit by the turbulent developments of the last two years as the event sector. Accordingly, there is a great drive to send out a powerful signal for business success at this year?s Prolight + Sound where around 400 companies from more than 30 countries are showing innovative solutions for successful events and productions. The trade fair is rounded off by a comprehensive programme covering issues of great interest to the sector, e.g., the roadmap for event operations that are both safe and as derestricted as possible, the increasing shortage of skilled workers and the responsible use of natural resources.

"Prolight + Sound 2022 represents a milestone after months of hard challenges. For us as a fair and exhibition company, the tasks faced over the last two years have bonded us even more closely together with the professionals of the event industry. Just as our halls had to remain unused for long periods, concert halls, theatres, discotheques and clubs also had to remain empty. Thus, there could hardly be a

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more appropriate event for the kick-off to the trade fair season. I am delighted that hundreds of companies are pulling together with us to ensure that Prolight + Sound is the economic driving force the sector needs and deserves. In particular, I am looking forward to an emotional and inspiring reunion bursting with optimism", says Wolfgang Marzin, President and Chief Executive Officer, Messe Frankfurt.

In 2019, the event industry was one of Germany's leading business sectors with 242,000 companies, 1.13 million employees and a turnover of some ? 81 billion.[1] To recover to this level as quickly as possible, a clear roadmap and concerted action by all players is needed. For this reason, too, Prolight + Sound is of outstanding significance as a source of new impulses and a discussion platform, offering a programme of events focusing on the latest, most important developments.

Many companies in the event sector have been facing difficulties to retain their staff during the long periods of inactivity. Accordingly, the current shortage of qualified employees is a focus theme with Prolight + Sound being a valuable contact interface between companies and talents. A Job Market, where companies can enter into direct contact with potential employees, has been organised in close cooperation with the German Entertainment Technology Association (VPLT) in the Future Hub area. Immediately adjacent is the Campus, where universities and academies present career scenarios in the event industry. Additionally, the Prolight + Sound conference programme takes a close look at future perspectives for education and training.

Another focus is the safe execution of events. In addition to new standards for accident prevention, the conference programme revolves around effective infection protection and hygiene concepts. The International Event Safety Conference at Prolight + Sound on 27 April presents the most effective measures and underscores the sector's commitment to generating the highest level of trust among visitors, employees and performers.

The ecological balance and energy consumption are playing a more decisive role than ever before and are an important criterion for economic event operations. This development holds a prominent position at Prolight + Sound 2022 with the introduction of the first Green Event Day on 27 April, a thematic day focusing on sustainability at. The programme with keynote speeches, panel discussions and best-practice examples has been developed in close collaboration with the European Event Centres Association (EVVC) and with the support of the VPLT. Additionally, the exhibition stands of exhibitors offering particularly environmentally-friendly solutions are specially marked to reflect this.

Despite the optimistic spirit prevailing, the developments of past months continue to have a significant impact. Many of the sector's companies are still suffering from economic pressures, not to mention the renewed corona restrictions in China, the war in Ukraine and its ramifications. As the leading international trade fair for event and media technology, Prolight + Sound naturally reflects these special circumstances. Consequently, the hall layout is more compact than at the last

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edition: this year, the show is being held in Halls 11.0, 12.0, 12.1, as well as the Portalhaus and the outdoor exhibition area.

In these challenging times, Prolight + Sound is backed by a great industry support. Europe's leading companies are particularly well represented and taking advantage of the multifarious presentation options offered at the fair. In particular, a continuously positive development is to be seen in the field of theatre and stage technology, a segment that has been one of the principle driving forces of growth in the past. This year, Prolight + Sound is covering the product area more comprehensively than ever before and, for the first time, welcomes all key players.

With special features, such as the new Performance + Production Hub, Prolight + Sound also represents a home for exhibitors and professionals from the music production and digital live performance segments. Many top brands from this field are showing innovative sound tools alongside a wide-ranging programme of workshops and showcases. Among those taking part are leading figures from the scene, such as ESKEI83, familiar to many as the tour DJ of the Fantastische Vier hip-hop band, and Josi Miller, one of the most popular female artists on the scene today. Against this background, Prolight + Sound also invites musicians with a specialist interest in production and live performance to attend the show as trade visitors

Visitors with a valid admission ticket can participate in all lectures, workshops and product demonstrations with no extra charge.

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