

# New Prolight + Sound Advisory Board



New advisory board for Prolight + Sound Frankfurt am Main, 16 October 2024. Prolight + Sound, the international trade fair highlight for event and entertainment technology in the heart of Europe, has announced the reintroduction of an advisory board (L-R: Frank Trautmann, Dominique Ewert, René Tumler, Kerstin Horaczek, Michael Herweg, Helge Leinemann, Christian Jordan, Mira Wölfel, Tobias Weber, Iris Jeglitza-Moshage, Meike Schmitz, Niklas Bohr, Nico Wiehart, Tobias Berghaus. Picture: Messe Frankfurt). The committee, consisting of representatives from well-known companies, trade associations and industry experts, will serve as an important source of inspiration and impetus in the future and will make a significant contribution to the further development of the event. At regular meetings, the advisory board will discuss current industry topics and provide strategic advice in order to define future-oriented goals for Prolight + Sound and to align it even more closely with the needs and requirements of the global event industry.

Particular attention is being paid to the further internationalisation of Prolight + Sound. On the basis of the broad network of contacts and the different strategic orientations of the companies, the advisory board, together with Messe Frankfurt, has set itself the goal of sustainably expanding the reach of the trade fair on a global level. In addition, the members will contribute substantially to the design of the event programme by providing ideas and topics.

Wolfgang Marzin, President and Chief Executive Officer (CEO) of Messe Frankfurt, states: 'The establishment of this trade fair advisory board is an important step for

the future development of Prolight + Sound. The board members not only contribute in-depth specialised knowledge and market data, but also provide us with a valuable market overview. With this concentrated expertise at our side, we are ideally equipped to successfully shape the course of the event in the coming years. I would like to take this opportunity to express my sincere thanks to all members of the advisory board for their commitment.'

First meeting with positive signals and constructive criticism The first advisory board meeting on 8 October 2024 was characterised by positive signals from the industry, constructive criticism, valuable impulses and anticipation of the 30th anniversary of Prolight + Sound. All those involved identified the promotion of young talent and further training within the sector as a central theme of the event. The trade fair is responding to this with a comprehensive range of training opportunities, which will be expanded and specialised for the upcoming show. Other goals identified included more intensive communication of content and attracting additional international trade visitors.

The advisory board includes representatives from the following companies:

- Adam Hall GmbH
- Ambion GmbH
- Area Four Industries Germany GmbH
- Ayrton Lighting GmbH
- BVFK – German Federal Association of Television Cameramen e. V.
- dBTechnologies Deutschland GmbH
- EVVC European Association of Event Centres e. V.
- format:c live communication GmbH
- HK Audio - Music & Sales Professional Equipment GmbH
- L&S GmbH & Co. KG
- Lightpower GmbH
- Meyer Sound Europe GmbH
- RCF Germany
- ROXX GmbH
- VPLT – The German Entertainment Technology Association e. V.

Messe Frankfurt was represented by Iris Jeglitza-Moshage (Senior Vice President Technology Shows), Kerstin Horaczek (Vice President Technology Shows), Mira Wölfel (Director Brand Management Prolight + Sound), Dominique Ewert (Director Marketing Communications Technology Shows), Nico Wiehart (Personal Assistant to the CEO) and Markus Lengyel (Team Leader Technology Shows).

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