

news +++ Prolight + Sound
25 to 28 April 2023

prolight+sound

Prolight + Sound 2023: EVVC Green Sessions set impulses for a greener event industry

Sustainable events need to become the standard: On this point there is a great deal of agreement among those responsible in the event industry. But how exactly is this goal to be achieved? What point is the industry at? What has already been successfully implemented, what less so? And how does the industry need to position itself in the future? These and other questions will be addressed and discussed by industry experts at the “Green Sessions” at Prolight + Sound from 25 to 28 April 2023. The programme is organised by the European Association of Event Centres (EVVC).

On all four days of the fair, the main stage in Hall 11.0 will host lectures and panels with representatives from venues, manufacturers, educational and scientific institutions as well as agencies and innovative start-ups. In addition to organisational and technological steps towards climate-neutral events, the main topics include social sustainability, environmentally friendly tour management and sustainability communication. In the context of a sustainable event industry, the speakers will also address the demand for skilled workers in the sector.

The keynote of the Green Sessions will be given by the Austrian cultural and social anthropologist Bettina Ludwig on 25 April at 12 noon. The winner of the Rupert Riedl Prize for interdisciplinary theses and dissertations has made a name for herself in particular through her research in the field of hunter-gatherer societies and is the author of the book "Unserer Zukunft auf der Spur". In her lecture, Ludwig will talk about connecting elements of all people, across all geographical and cultural borders, and derive recommendations for action for the event industry.



The careful management of natural resources is a key topic at Prolight + Sound. Image: Robin Kirchner

Prolight + Sound 2023: Keeping an eye on the industry's future

In addition to green solutions, the recruitment of young talent is a key theme at Prolight + Sound 2023. At the event, the event industry will show what it is all about: an exciting and diverse field of activity for creative minds as well as a strong and important economic sector.

Against this backdrop, the Future Hub in Hall 11.0 bundles specialised offers for the professionals of today and tomorrow. Part of the area is a Career Centre, where companies present vacancies, a Campus, where educational institutions provide information on career scenarios, and a Start-up Area, providing a showroom for new and creative companies. The entire area is built using recyclable materials and is powered by 100 percent green electricity.

In addition, the Future Talents Day will return to Prolight + Sound. It specifically invites students to the fair and offers a varied programme for the target group: from 'Behind the Scenes' tours and the Talents Rally to networking events with industry colleagues and potential employers.

Partners in the realisation of the Future Hub and the Future Talents Day are the European Association of Event Centres (EVVC) and the Association for Media and Event Technology (VPLT).

The Green Sessions at Prolight + Sound 2023:

Time	Title	Participants
25.4. 12:00	<u>Keynote:</u> What people need for a species-appropriate coexistence	<ul style="list-style-type: none">• Bettina Ludwig, cultural and social anthropologist, keynote-speaker, entrepreneur and freelance researcher
26.4 12:00	Shortage of skilled workers and us in the middle - what apprenticeship could look like in 2030 and what we need for it	<ul style="list-style-type: none">• Representatives of the Stauffenbergsschule Frankfurt (vocational school for event managers)• Ilona Jarabek, Managing Director, Musik- und Kongresshalle Lübeck & President of the EVVC• Dr. Brigitte Scheuerle, Managing Director of the Training and Further Education division, Frankfurt chamber of Industry and Commerce (IHK)• Lena Marie Schäfer, Trainee, mainzplus CITYMARKETING• Heike Peters and Michael Hoffmann, Founder and Project Manager, generation:l• Moderation: Marie- Theres Gohr
26.4 15:00	Communicating sustainability - how is that supposed to work?	<ul style="list-style-type: none">• Philipp Musshafen, CEO, Hallenstadion Zürich• Christian Köbke, Senior Sales Manager System Group Shure Distribution GmbH• Moderation: Marie-Theres Gohr
27.4 15:00	Climate neutrality - Sounds simple, but it's not!	<ul style="list-style-type: none">• Robert Trebus, Director, d&b audiotechnik• Tobias Schmidt, Event Technology Specialist, Wissenschafts- und Kongresszentrum Darmstadt GmbH & Co. KG• Thomas Fenzl, Managing Director, Congress Center Böblingen/ Sindelfingen GmbH• Larissa Steinbäcker, Co-CEO, Proske GmbH• Moderation: Marie-Theres Gohr
28.4 15:00	Is this sustainable or can it go away?	<ul style="list-style-type: none">• Sarah Lungen and Katrin Wipper, The Changency

Participation in the Green Sessions is free of charge for all visitors with a valid ticket.

More information about Prolight + Sound can be found at www.prolight-sound.com.

More information on the European Association of Event Centres (EVVC) at www.evvc.org.

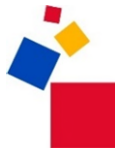
As an international trade fair brand, Prolight + Sound is present with events in Germany, China and Dubai. More on the global activities at www.prolight-sound.com/worldwide.

Press information and photographic material:

- www.prolight-sound.com/press

Links to websites

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide

range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2022