

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

prolight+sound

Premiere of 'ProAudio College' at Prolight + Sound 2023: Education programme in cooperation with the German Tonmeisters' Association (VDT)

Frankfurt am Main, November 2022. With a new, high-profile conference format, Prolight + Sound (25 to 28 April 2023) is strengthening the audio section as a mainstay of the event. Together with the 'Bildungswerk des Verbandes deutscher Tonmeister' (educational institution of the German Tonmeisters' Association, BiW-vdt), the ProAudio College is being created: a four-day advanced training programme for audio professionals as well as for interested industry talents. The lectures will focus on current trends in the sound reinforcement scene, practical tips in home studio productions and exclusive training modules from the SQQ7 curriculum.

After attending the seminars, participants will receive a written confirmation as proof of the knowledge they have gained. The lectures will be held partly in German and partly in English. "Particularly against the background of the continuing major challenges in the audio industry, we are further expanding our commitment to making Prolight + Sound a hotspot for sound professionals from all fields. At the same time, we would like to make a contribution to training and further education in times of a shortage of skilled workers by transferring qualified knowledge and encouraging an exchange between newcomers to the industry and experts. We are delighted to have gained a partner for the new ProAudio College in the BiW-vdt, which for many years has been an international leader in the organisation and implementation of specialised education events in the studio and sound reinforcement sector," says Mira Wölfel, Director Prolight + Sound.



ProAudio College offers four days of in-depth training. Source:
Messe Frankfurt / Petra Welzel

“Empowering the next generation of the industry is a matter close to our hearts. With the new ProAudio College, we can address important specialist topics within the framework of Prolight + Sound in an exemplary manner and point out various training opportunities,” adds Harald Prieß, Managing Director of the BiW-vdt. “This is a win-win situation not only for the trade show organizer and for us, but especially for the ProAudio College participants!”

The ProAudio College programme is divided into three thematic strands. The first strand focuses on the curriculum of the SQQ7 educational standard by the ‘Interessensgemeinschaft Veranstaltungswirtschaft’ (*Interest Group of the Event Industry, IGWW*). This standard was developed by a diverse working group under the leadership of the VDT and defines learning objectives for specialised training as a “certified professional sound specialist”. SQQ7 was presented at Prolight + Sound 2022 by the VDT and the IGWW and includes, e.g., technical focal points such as hearing training, physical principles of acoustics, signal sources and signal processing, network technology and intercom systems. Current tasks in the sound reinforcement scene are on the agenda in the second thematic strand. How can you deliver a good sound reinforcement in a challenging room? What should a newcomer to sound reinforcement pay particular attention to? What are the latest developments in the industry? The third topic is about productions in home and project studios. Here, the program addresses the important core questions that every studio operator faces during productions.

Extensive offers for audio professionals at Prolight + Sound

In previous years, Prolight + Sound has already underlined its commitment to the audio sector with new programme offerings and contact areas. These will be continued and expanded for the coming event. For example, the *Performance + Production Hub* is entering a new round: an elaborately designed Experience Zone for music production and digital live performance, which Messe Frankfurt is creating together with the organisers of the Sample Music Festival and top brands from the audio industry. Following its successful premiere in 2022, the *Studio Village* will once again be part of Prolight + Sound, offering innovative products in mixing and mastering. In addition, *the Live Sound Arena* allows visitors to experience large PA systems on the outdoor exhibition grounds.

Further details on Prolight + Sound at www.prolight-sound.com.

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.

Prolight + Sound

The Global Entertainment Technology Show

The event Prolight + Sound will be held from 25 - 28 April 2023.

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Your contact:

Johannes Weber
Tel.: +49 69 75 75-6866
johannes.weber@messefrankfurt.com

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

www.messefrankfurt.com

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 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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.

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