

news +++ Prolight + Sound
8 to 11 April 2025

prolight+sound

Visions, innovations and sustainability: keynote speeches and lectures at Prolight + Sound 2025

Frankfurt am Main, 7 February 2025. Prolight + Sound 2025 (8 to 11 April) is getting ever closer and promises to be the international highlight for professionals from the event sector. One of the highlights of the fair is the keynote and lecture programme, in which high-profile speakers share their expertise on current industry topics. From sustainable event concepts to technical innovations and creative visions – for its 30th anniversary, Prolight + Sound offers a wide range of exciting practical and forward-looking lectures.

The **Main Stage** in Hall 11.0 will be a central point of contact at the upcoming event. Every day, national and international experts will present keynotes on industry-relevant topics there – with a focus on this year's top themes: 'ProGreen: Impulses for a more sustainable event industry', 'FutureScapes: Worlds of experience between immersion and AI' and 'MultiTech: Flexible and smart'.

New is the **Theatre Stage** in Hall 12.0. In addition to attractive networking opportunities, visitors can expect a first-class programme of lectures on current topics in the field of theatre and stage technology every day of the fair.

Tuesday (8 April): AI revolution, female power and sustainability

The programme on the **Main Stage** will kick off with a keynote address by **Dr. Uve Samuels**, CEO and founder of the Exponential Innovation Institute. In '**AI: The Stage is Yours**', the renowned expert will show how artificial intelligence is revolutionising customer experiences in the event industry. He will present success patterns and current developments and provide insights into how companies can develop and scale their own AI products.

The joint keynote speech '**Women in technical professions or women power**' by **Yasi Hofer** (guitarist, among others for Helene Fischer), **Anouk Wipprecht** (internationally renowned fashion tech designer) and **Linnea Ljungmark** (MD entrepreneur, 'Women In Lighting' ambassador) offers concentrated female power. In their lecture, they share their experiences as women in a male-dominated industry and set an important example for diversity and equal opportunities in the event industry.

Guy Bigwood, CEO of the Global Destinations Sustainability Movement, is dedicated to innovative concepts for sustainable event planning in '**Strategies for Sustainable Events**'. His keynote speech provides practical impulses for green event strategies.

On the **Theatre Stage**, **Dave Weatherhead**, President of TAIT Technologies UK Ltd., will present '**A New Paradigm for Show Control**', a new control concept for shows that enables dynamic and non-linear processes.

In his presentation, '**P6: Cameo's Solution for Theatre Lighting's Future**', **Stefan Czernik**, Project Manager Light Technology / Research & Development Light at Adam Hall, provides insights into the new P6 Profiler and Cameo's technical solutions for the challenges in theatre lighting.

The lecture '**Next Generation Cable Routing**' will also be held on the Theatre Stage. **Frank Schlögel**, Head of Engineering Projects and Installation Service, and Sales Manager **Michael Berteit** will show how igus GmbH ensures safe travel and slip ring-free movement with standardised products.



Prolight + Sound 2025 with high-profile national and international speakers (left to right: Sven Ortel, Dr. Uve Samuels, Vickie Claiborne, Yasi Hofer, Anouk Wipprecht, Linnea Ljungmark, Christo Squier, Dr. rer. pol. Michael Neubauer)

Wednesday (9 April): Immersive Experiences, Lighting Design, Film Production and Multitech

How can we create **meaningful, immersive experiences**? In his keynote '**Entertaining Change**', Arizona State University Professor of Practice **Sven Ortel** will discuss innovative concepts for merging technology and storytelling. He will also present possible solutions from his work as a designer and educator, and discuss how to prepare the next generation of event organisers for success.

The fascinating connection between physics and art is the focus of the keynote '**Immersive Physics: Translating Cosmic Mysteries into Artistic Expression**' by **Christo Squier** and **Chris Ball**. They will be concentrating on the transformation of live data from cosmic rays into soundscapes, projections and dynamic lighting.

A highlight for film enthusiasts is the presentation by **Dr. rer. pol. Michael Neubauer**, M.A. Audiovisual Authors Alliance. In his lecture '**The future of film and TV production in Germany**', he analyses current trends and future prospects for the industry.

On the **Theatre Stage**, **James Pembrington**, Project Manager at TAIT Technologies, will give a presentation titled '**Considerations for Venues Investing in a House Stage – Maximise Your ROI**', providing practical tips for venues on how to maximise their revenue opportunities.

Anke Schierenbeck, Team Leader at VisionTwo, will show in **'No more lamps in storage? What to do? LED renovation in the theatre'**, how theatres, operas and stages can be sustainably converted to LED.

The Dutch Fashion Tech designer **Anouk Wipprecht** inspires people worldwide with her innovative creations. In her keynote speech **'Multitech & Robotics'** on the Theatre Stage, she will give insights into her internationally celebrated and exhibited work, in which she combines robotics, sensor technology and interactive design.



Prolight + Sound 2025 with high-profile national and international speakers (left to right: Briony Berning, Guy Bigwood, James Pembrington, Dave Weatherhead, Anke Schierenbeck, Karla Lopez, Stefan Czernik, Samuel Sloboda, Timon Löhr)

Thursday (10 April): Technological evolution, theatre lighting and design integration

Music lovers can look forward to the lecture by guitarist **Yasi Hofer**. Her keynote speech, **'Guitarist as a show effect?'**, is an inspiring reflection on the staging of female musicians and their role in live performances.

In her talk titled **'Empowering Creativity in the Age of Advanced Technology'**, renowned lighting and digital media designer **Vickie Claiborne** will explore how the industry can bridge the gap between technological progress and creative talent and suggest possible solutions.

On the **Theatre Stage**, **Sven Ortel** will discuss the deliberate use of media in plays, musicals and operas in **'Hiding Media in Plain Sight'** – and show how a coherent, well-integrated design can be successful if it goes unnoticed.

Briony Berning, Business Development Engineer at Ayrton Lighting, explains in her presentation **'Engineering Excellence: Ayrton's Impact on Theatrical Lighting'** how the pursuit of accuracy makes Ayrton solutions ideal for the demanding requirements of the theatre market.

In **'The range of energy and data transmission in event technology'**, experts from **Conductix-Wampfler GmbH** provide an overview of solutions that have been implemented with their energy and data transmission systems.

Friday (11 April): future prospects and promoting young talent

The **Future Talents Day** (11 April) puts the focus on industry newcomers. Young talents will be given insights into various professions in the event industry and will have the opportunity to talk to professionals.

On the **Main Stage**, **Timon Löhr**, lawyer and expert in event law, will give an overview of the legal challenges and best practices for security concepts at major events.

With its '**Green Sessions**', the European Association of Event Centres (EVVC) will be providing new impetus for a greener event industry on all four days of the fair.

On the **Theatre Stage**, **Samuel Sloboda**, CEO of the SRS Group, will show in '**Signal and Power Distribution at Fixed Installations and Theatres**' how modern technology can optimise signal and power distribution in fixed installations and theatres.

In her lecture '**The Art of Lighting Design**', **Karla Lopez**, lighting designer and creative director at Women in Lighting (WIL), will give valuable suggestions for the creative implementation of lighting concepts.

Further programme content is still in the planning stage, including for the **PLS Conference**. In cooperation with the German Entertainment Technology Association (VPLT), this format offers concentrated expertise on key topics of the event industry on all days of the fair – from the industry, for the industry. Updates can be found on the website.

The complete programme of keynotes and lectures for **Prolight + Sound 2025** can be found at the following link: [Event calendar | Prolight + Sound Programme](#)

Prolight + Sound: the world of event technology under one roof

As the leading international trade fair for event and entertainment technology, Prolight + Sound brings together the who's who of the industry in Frankfurt every year.

With its five product areas (Light, Audio, AV/Camera, Stage, Event), it covers the entire spectrum of event technology on a unique scale. In addition to innovations from well-known exhibitors and industry-relevant topics, the fair offers a wide range of networking opportunities and high-quality training.

Special areas in various product sections also make the event an attractive platform for live presentations and showcases by well-known manufacturers.

Visitors can also expect one of the largest job and trainee areas in the sector, the most extensive range of theatre and stage technology in Europe, and the largest range of lighting technology for events worldwide.

Participation in all lectures, workshops and product demonstrations, as well as the PLS Community Nights, is free of charge for visitors with a valid ticket.

Further details and updates on Prolight + Sound 2025 at: www.prolight-sound.com

Press information & images: www.prolight-sound.com/press

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

Prolight + Sound

The Global Entertainment Technology Show for Light, Audio, Stage, Media + Event

The event will take place from 8 - 11 April 2025.

Accreditation for journalists:

The online press accreditation for **Prolight + Sound 2025** is now available:

www.prolight-sound.com/accreditation

Please note the following information:

- If you already have a Messe Frankfurt login, please use this access data to register.
- We would like to ask you to update or complete your profile at this time.
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In case of any further questions, please contact press.prolight-sound@messefrankfurt.com

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