

news +++ Prolight + Sound
19 to 22 March 2024

prolight+sound

For the future of the industry: Campus & Career at Prolight + Sound 2024

Frankfurt am Main, 01 February 2024. Times change. They always have. Against the backdrop of current technological innovations – above all the explosion of new AI solutions – a more profound change in the labour market is now emerging. What remains constant in this whirlwind of progress: The future of an industry depends above all on the quality of its young talent. As the leading trade fair for the event technology industry, Prolight + Sound therefore places a special focus on promoting young talent. With one of Europe's largest job markets in the sector, it also offers professionals looking for a job an ideal platform.

At the centre of the career and training opportunities on offer at Prolight + Sound is the **Future Hub** in Hall 11.0. Divided into **Campus, Career Center, Start-up Area** and **Networking Lounge**, the area is the ideal contact point for the professionals of today and tomorrow. Designed to conserve resources and powered by green electricity, it also sends out a clear signal in favour of energy efficiency and sustainability.

The latter is also the driving force behind a **joint project** with the **Lycée Français Victor Hugo** in Frankfurt. Plants used as decorative and meta-story elements in the Future Hub will be given a permanent place in the school's garden after the show. With this campaign, Prolight + Sound is emphasising its efforts to constantly promote the topic of sustainability in the sector through creative projects. Another aim is to convey the diversity and wealth of ideas in the event industry to schoolchildren.



The Future Hub brings together training and further education programmes, career planning and job exchange in a unique area. Photo: Jochen Guenther

Campus: Diversity in training and further education

At the Campus, renowned educational institutions will provide information about training and further education opportunities in the event industry and advise young talent on career planning.

In cooperation with the **VPLT** (Association for Media and Event Technology), **the Berlin University of Applied Sciences, the Hamburg University of Applied Sciences, the RPTU Kaiserslautern-Landau, the Technical University of Central Hesse and the Hanover University of Applied Sciences and Arts** will be represented.

In co-operation with the **BVFK** (Federal Association of Television Cinematographers), **Filmhaus Frankfurt, Macromedia and GPB Berlin** will also be presenting their diverse educational programmes. Furthermore, the **SAE Institute Frankfurt** will give interested parties an insight into its extensive training and further education programme as well as degree courses in the field of media production.

Also present will be the **DHBW Ravensburg**, a university where numerous dual students of Messe Frankfurt have been receiving a first-class academic education for many years. In addition to renowned lecturers, students will also be on hand at the DHBW stand to provide information about the courses on offer and their everyday university life. Whether it's a specialised event study programme, further education or training – in the Campus area, all the important information is available in concentrated form.

Career Center: Goodbye skilled labour shortage

From career starters to experienced professionals: If you are looking for a job or are interested in career opportunities in the event industry, the Career Center is the right place for you. Young professionals and specialists can get in touch directly with well-known companies that have open positions to fill.

With a good 1,600 event professionals seeking employment at last year's show, Prolight + Sound has established itself as an attractive platform for companies looking for qualified personnel.

Europa-Park, Robinson Club, House of Audio, Leyendecker, Aventem, Sinus-Eventtechnik, Riedel Communications and many others will be taking the opportunity to recruit new specialists at the upcoming event.

Start-up Area: Innovative newcomers to the sector

Visitors looking for fresh ideas and creative approaches will find what they are looking for in the Start-up Area: This is where companies from the event sector present young, up-and-coming brands that have been on the market for a maximum of five years. The focus is on innovative products and concepts that provide exciting insights into the future of the event industry. **Audio Zenit, Power on Tools, Dexa, Limbic Media** and more will be among the exciting young brands that will be presented.

Networking Lounge: Relaxed connecting

Want to relax from the hustle and bustle of the trade fair and network at the same time? The re-designed Networking Lounge makes this possible: With its urban garden look and comfortable seating, it invites you to relax, connect and exchange ideas in a cosy atmosphere. Essential future topics of the industry are discussed there and impulses for a more sustainable event industry are set. An oasis of progress in the centre of the exhibition grounds.

Future Talents Day (22 March 2024): Focus on the next generation

Prolight + Sound has always placed a special focus on young talent in the event technology sector. This was the motivation behind the creation of the Future Talents Day. This year, the VPLT (Association for Media and Event Technology) is in charge of realising the event in cooperation with the BDKV (Federal Association of the Concert and Event Industry) and EVVC (European Association of Event Centres).

The format is aimed specifically at school pupils, trainees and students and is designed to actively support them in their entry into professional life. With exclusive guided tours and interactive workshops, it gives the new generation an exciting insight into the various professional fields in the industry.

"I believe that a passion for our industry should be sparked at a young age - that is our mission, our goal. That's why the Future Talents Day at Prolight + Sound is aimed specifically at school pupils, students and trainees. With a varied programme, we want to show them the diverse career opportunities in the event industry and actively bring them into contact with companies.", explains Mira Wölfel, Director Prolight + Sound.



The Future Talents Day (22 March 2024) provides exciting insights into professional fields and career paths in the event industry. Photo: Messe Frankfurt

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

As the leading trade fair for the entertainment technology sector, Prolight + Sound offers its visitors the entire range of event technology: from the most comprehensive international range of theatre and stage technology (**ProStage**) to Europe's largest platform for lighting technology in the event sector (**ProLight**) and the most spectacular innovations in professional audio (**ProAudio**) and AV technology (**ProAV**). Innovative solutions for the event sector will also be presented (**ProEvent**).

From 19 to 22 March, visitors can also look forward to an **extensive training programme, new Community Nights** in exclusive locations, emotional live performances by internationally renowned artists and a top-class lecture programme. The trade fair will focus on **new technologies and fields of application** as well as cross-industry topics such as **recruiting, promoting young talent, sustainability and gender equality** in the event and entertainment industry.

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

All details about Prolight + Sound 2024 at www.prolight-sound.com

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 19 - 22 March 2024.

Press information and photographic material: www.prolight-sound.com/press

Accreditation for journalists:

The online press accreditation for **Prolight + Sound 2024** 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.
- If you are registering online for the first time and do not yet have an account, simply go through the registration process step by step.

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