

LiveCom Alliance | European Institute for Live Communication

LiveCom Alliance is established in 2016 as a non profit foundation on the believe that the live communication industry deserves a pan-European approach and audience, and would benefit from an overarching dedicated yet independent institution. Today, we are serving nine national organizations (participating associations) and affecting over 750 leading agencies (associated members) around Europe.

Our participating associations are: ACC - Belgium, FAMAB - Germany, LÉVÉNEMENT - France, IDEA - Netherlands, CLUB DEGLI EVENTI - Italy, AEVEA - Spain, APECATE - Portugal, EXPO EVENT - Switzerland and EMBA - Austria.

LiveCom Alliance is the pan-European authority representing the live communication and event industry, operating independently to create a stronger, more sustainable and more interesting playing field. LiveCom Alliance believes that live encounters do build a stronger future in all societies and industries, especially in this digital day and age. The goal of LiveCom Alliance is to unite and inspire it's participating associations and associated members and to offer them opportunities to learn from each other.

LiveCom Alliance is not profit driven, therefore offering participating associations and associated agencies the most direct and independent gateway to all our industries most relevant (commercial) initiatives, events and awards all over Europe. LiveCom Alliance is led by founder and managing director Maarten Schram and a dedicated board.

WHAT'S IN IT FOR ME - as a participating association LCA membership brings me:

- Claim of authority by international orientation and connection;
- Free use of the LiveCom Alliance 'member of' logo;
- All the 'need to knows' in the LCA newsletter (quarterly);
- Development and improvement of association products, tools and services by shared expertise (provided by other participating associations);
- Stronger position in collective (governmental) European lobby, LCA established a hub in Brussels;
- Contribution to a fair, professional and sustainable playing field by free use of our Code of Ethics and pan-European Pitch Code;
- Support or guidance in pan-European rules or regulatory dossiers;
- Learnings by sharing numbers, calendars and tools/documents;
- PR coverage in European media channels;



- Gaining inspiration by sharing best practices, discovering new places and meeting new people;
- Contributing to better awareness for the live communication industry and mapping out the scope of its effects by sharing collected data;
- Participation in renowned European Industry Survey;
- Shared benefits from the LCA partnerships and collaborations such as BOE/BrandEx, IMEX and BEA World;
- Improved conditions/reduced fees for key industry events all over Europe;
- Exclusive invitation to 3 - 4 LCA meetings per year; meet your peers;
- Additional benefit(s) to offer your associated members (agencies, companies);
- Relevant expansion of my international network.

WHAT'S IN IT FOR ME - as an associated member (agency/company member of participating national association) LCA membership brings me:

- Claim of authority by international orientation and connection;
- Free use of the LiveCom Alliance 'associated member of' logo;
- Increase of business opportunities nationally and internationally;
- Gaining inspiration by shared best practices, gateway to discovering new places and meeting new people;
- Access to the LCA network; join the closed LinkedIn group in order to be connected to your peers all-over Europe;
- Building a high quality International network among associations, agencies, suppliers and other industry stakeholders;
- All the 'need to knows' in the LCA newsletter (quarterly);
- Learnings gained from shared data;
- Participation in pan-European research and benchmark projects;
- Improved conditions/reduced fees for future educational projects;
- Contribution to a fair, professional and sustainable playing field by free use of our Code of Ethics and pan-European Pitch Code;
- Improved conditions/reduced fees for key industry events all over Europe;
- Exclusive invitation to at least 1 live meeting per year; meet your peers;
- Relevant expansion of my international network.

Yearly participation fee is € 1.500,- excluding VAT.

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