

PRESS RELEASE

Woerden, October 15, 2020

LiveCom Alliance enforces board with Christoph Kamber and expands with new member associations TUED from Turkey and IVAP from Macedonia.

The coronavirus is still dominating the news and consequences are very tangible in the event and live communication industry; an industry that is all about bringing people together. Live. LiveCom Alliance is happy to announce Christoph Kamber is joining the board, enabling us to continuously support our members and the industry in these unprecedented times.

Christoph Kamber is Managing Partner at RedSpark AG Experience & Event Culture and President of the Swiss LiveCom Association Expo Event: *"In demanding times like these, it is important to get involved across borders. The Swiss Expo Event LiveCom Association is committed to a functioning live communication industry across Europe and therefore member of LiveCom Alliance. In a globalized world this is essential and supports the economy in all countries. I am looking forward to contributing as a board member, especially in these challenging times."* Christoph is succeeding Frank Marreau after a two year board membership. We thank parting board member Frank for his contribution and energy.

Further growth

Uniting in times of crisis, joining forces in order to raise our voice. Unite, learn and inspire; more relevant than ever before. Since the foundation in 2016 LiveCom Alliance has been connecting pan-European event and live communication associations with this purpose. Since September two new associations have joined the LiveCom Alliance network: IVAP from Macedonia and TUED from Turkey. Now counting 11 participating associations and affecting over 800 event companies and agencies all over Europe.

About LiveCom Alliance

LiveCom Alliance (LCA) is the independent European institute for live communication. We believe that live encounters do build a stronger future in all societies and industries, especially in this digital day and age. LCA unites national boards of associations, each representing local member agencies and companies in the live communication and event domain. Goal of the Alliance is to unite, learn and inspire. Currently serving 11 national organizations and affecting 750 leading agencies and companies around Europe. Other than the annual European Industry Survey, LCA issued a pan-European Code of Ethics and Pitch Guidelines.

Note to editors, not for publication

In case of questions and/or requests for interviews/presentations please contact:

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Enclosed

Picture Christoph Kamber