

Position Paper

Woerden, 19th February 2021

A recently conducted EY study illustrates that the creative economy is one of the most severely affected industries in Europe. Based on our European observations, and displaying several game-changing developments and industry initiatives, LiveCom Alliance is appealing for a simplified and coordinated approach for a faster recovery and a necessary perspective for our Live communication industry.

EY study

With a loss of 31% of its turnover, the cultural and creative economy is one of the most acutely affected in Europe, slightly less than air transport, but more than the tourism and automotive industries (-27% and -25% respectively). The total turnover of cultural and creative industries within the EU has plummeted to €444 billion in 2020, a drop of €199 billion from 2019. Recent national studies all over Europe show an average turnover loss of 75-85% in the live communication and events industry, and as such, a substantial part of the creative economy. Meetings, conferences, exhibitions, trade fairs and business events have all been hit heavily.

EU and global travel regulations still major barrier

In January 2021, there was an appeal from our colleagues from the European Exhibition Industry Alliance (EEIA). We too wish to draw attention to the fragmented and quickly changing travel restrictions and quarantine/test requirements within the EU and globally. The absence of uniformity and predictability together constitute a major barrier for international exhibitions, congresses and other professional events to resume business.

Therefore, we ask for better global coordination of risk criteria and measures to re-establish international travel, to be pushed by all supranational organisations and EU Member States with the same approach and standards. The IATA Travel Pass which is already being tested by several airlines would be an ideal solution. Its introduction could benefit the entire travel and hospitality chain and include specifically trade fairs and business events.

Test events for industry perspective

Since this crisis began, our industry has been working to avoid the total collapse of our ecosystem, and all its stakeholders. Resilience is in our DNA and we believe in an open, constructive and positive approach and dialogue. Meanwhile, in line with this, several test events have been successfully launched (eg. Primavera Sound Barcelona, several studies focused concerts and theatre in Germany) or scheduled for the near future (i.e. 8 test events in 4 categories by Fieldlab Events in the Netherlands). Intending to study and showcase alternative safety measures and scientifically proven scenarios, aimed at opening up with increased capacity (aiming for full capacity).

Re-opening through vaccination and testing

Vaccinations are essential to safely reopening borders, enabling travel within Europe and worldwide, and beginning economic recovery. Combined with intelligent and broad testing schemes they are the key to re-establishing confidence among travellers, freedom of movement and rebuilding connectivity. To that aim, globally-recognised certificates are vital.

In conclusion, and in accordance with our member-associations all over Europe, the LiveCom Alliance presses for:

- The implementation of unified, international travel rules and documents, to restart the opportunities to travel.
- An open-minded recognition of the results of studies and test events, documenting that professionally organised live events, within the defined framework of COVID-19 measurements, are possible and feasible.
- The continued development of existing vaccination and testing strategies.
- And most importantly, the necessary coordinated EU-wide approach for these topics, to restart the live communication industry as soon as possible.

Source:

- Studie EY zum Schaden der Veranstaltungswirtschaft 2021.pdf
- Position Paper EEIA, January 20th 2021

The European Institute for live communication, LiveCom Alliance, as a platform and multiplier for many other calls upon all EU Institutions petitions your support. It urges the coordinated implementation of powerful measures for our sector without any further delay.



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Background information - about LiveCom Alliance

LiveCom Alliance 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. LiveCom Alliance unites national boards of associations, each representing local member agencies in the live communication and event domain. Goal of the Alliance is to unite, learn and inspire. Currently serving 12 national organizations and affecting 1.000 leading agencies and companies around Europe.

Members associations

