



PRESS RELEASE

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LiveCom Alliance is strengthening role and securing future in fourth year of existence; board enforced with new member, strategic partnership with BOE announced and third edition of annual Industry Survey shows maintaining growth.

Industry Survey 2018

The third edition of the pan-European survey of the live communication industry, using data from seven member countries, maintains showing positive growth trends with an average of 45% of respondents expecting budgets to grow across four key markets (*2017: 43% in seven key markets, 2016: 36% in six key markets*). Additionally, three key markets (Spain, Germany, Switzerland) present a substantial average growth of 8%.

The LiveCom Alliance European Industry Survey 2018 captures existing data from Belgium, Germany, Italy, Netherlands, Spain, France and Switzerland. More respondents expect budgets to increase than decrease in all markets. Belgium (51%) and Netherlands (59%) have the highest number of respondents expecting budget increases (*2017: Belgium 59% and Spain 84%*). France expects an average 10% decrease.

The rate of expected budget growth is 4% in Spain and 5% in The Netherlands, Germany and France (*2017: Italy 13,7%, Germany 6,5%, Spain 5,6% and The Netherlands 4,2%, 2016: UK 6.3%, Italy 4.3%, Spain and Sweden both 3.7%*).

Maintaining growth

Summarising the above, this year's edition shows an average 45% growth expectation for events and rising event marketing budgets by 4 to 5%. Live communication and events represents a substantial share of the total marcom budget in four countries.

Industry challenges

We distilled three major industry challenges: **1) WAR ON TALENT** | How to get or remain in contact with the industry talents and keep your network (of potentials) up to date. Also how to remain connected to the next gen and make sure we secure the best educational phase before they enter the industry. **2) STAYING TECH-SAVVY** | How to stay up to date and comfortable with the fast moving trends and innovations in technology. **3) BECOMING PURPOSE-LED** | Finding your why. Whether you are an organisation, a brand, an agency or even a consumer, this question is what should drive you. This is how you become authentic.



Trends

We identified these three industry trends: **1) DATA MINING** | Collecting data to drive our decisions is an ongoing trend. With data also fueling AI innovations, data analysis remains an actual topic across the industry. **2) GENERATING CONTENT** | Live is being recognized as the most authentic content generator. Content captured during events provides ways to prolong campaigns and create extended impact and ROI. **3) LIVE AS A STRATEGIC DRIVER** | More and more, live is being implemented from a strategic standpoint rather than purely as a one off occasion. The planning of live within an effective marcom campaign is extended to a much earlier phase, making it an integral part of the campaign execution from the get-go.

Validation

The LiveCom Alliance European Industry Survey aims to capture the major trends and economic impact drivers for the live communication industry in the world's biggest free trade area. This 2018 edition is a third step towards building a comprehensive overview of this important industry. Therefore LiveCom Alliance collates data provided by its member associations, as well as non-member associations and media, and will produce future editions of the survey annually.

Enforced board

LiveCom Alliance has enforced the board with board member Frank Marreau, managing director at MCI and board member of the Swiss association EXPO EVENT. *"I'm thrilled to work on the LiveCom Alliance's vision for the future. I'm convinced that the European live communication Industry benefits from having an overarching organization, widely supported by all European countries. I want to see the Alliance grow in the coming years, supported by the national associations members and relevant players in the market."* Frank completes the board which now already consists of chairman Jan Kalbfleisch (FAMAB, DE) and Ivo Franschitz (EMBA, AT). We thank parting board member Jaime Sanchez (AEVEA, ES) for his contribution in the past crucial starting years of the Alliance.

Strategic partnership BOE

LiveCom Alliance was founded in 2015 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, 3 years since the foundation it's time to take our next steps, strengthen our role and secure the future of LiveCom Alliance. In securing that position, we aimed to find a strategic industry partner that would help drive us forward, without challenging our independence and/or integrity.



That partner was found in BOE, the International trade show for experience marketing, who have committed to support not only financially but also in facilitating the annual kick-off for the Alliance during BOE and setting up a platform to underline the impact of Live in the pan-European industry. *Maarten Schram, founder/MD of the Alliance states: "We are extremely proud to have launched this partnership and I am confident this partnership will boost awareness for Live amongst a broader audience."*

About LiveCom Alliance

LiveCom Alliance is the pan-European authority representing the live communication industry, operating independently to create a stronger, more sustainable and more interesting playing field. 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 9 national organizations and affecting over 750 leading agencies around Europe. Other than the annual European Industry Survey, LiveCom Alliance 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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Disclaimer

This survey is based on local market research results. All data are analysed by market research agency Effectmeting. No rights can be derived from the information provided.

Enclosed

- Infographic LiveCom Alliance European Industry Survey 2018
- Picture new board member Frank Marreau
- Picture press conference, signing the partnership agreement with BOE