Press Release

**Status Report and Ways Out of the Crisis –**   
**Review of the Adam Hall Group’s Industry Talk**

**Neu-Anspach – April 2, 2020 – What does the global coronavirus crisis mean for the event technology industry? How are manufacturers, distributors, and service providers being affected by the massive restrictions implemented? What challenges – but also opportunities – lie ahead? The Adam Hall Group’s Industry Talk addressed these crucial questions. In a group video conference broadcasted at 10:00 a.m. on March 31 at** [**www.event.tech**](http://www.event.tech/)**, eight participants exchanged views and thoughts for around 90 minutes in front of an online audience of more than 1700 viewers**. **The international panel of experts concluded that “We will get through this together.”**

The Adam Hall Group reacted to the international developments of the coronavirus (COVID-19) with the industry talk. Hosted by Marcel Courth, the Editor-in-Chief & Publisher Production Partner and Publisher Professional Technology & Live Communication Unit, the Adam Hall CEO Alexander Pietschmann spoke to Nico Ubenauf, CEO satis&fy, Marcus Pohl, Chairman of the Board ISDV & IGVW, and Joe Lamond, Präsident & CEO NAMM, about the most pressing current measures and potential ways out of the crisis, as well as a number of other topics.

**“No other industry has felt the effects of the coronavirus crisis earlier than the event industry.”**

No events, no concerts, no conferences, no trade fairs – the event industry has been globally affected by the effects of the coronavirus crisis on a wide-ranging scale. Event technology service providers, in particular, have had sales losses of 100%. In that respect, Nico Ubenauf then highlighted the great depth of solidarity within the industry: “No industry can survive a shutdown lasting several months. That’s why we quickly teamed up with other companies to do something. We wanted to be proactive and not just complain about the – right and important – measures being taken.”

Marcus Pohl from the ISDV talked, among other things, about a large-scale survey among event technology service providers and other industry participants. In February and March alone, more than 12,000 events in Germany were canceled, corresponding to a loss of around 30,000 working days for the self-employed service providers involved.

**“The Tables Have Turned.”**

As an event technology manufacturer, CEO of Clay Paky Marcus Graser faces especially large restrictions and problems in Italy: “On the one hand, we hope that we will be able to start up production again at some point and that our supply chain will return to normal to some extent. Just a short while ago, everyone was worrying and watching what was going on in China in this regard. Now, the tables have turned, and Europe is experiencing a growing demand problem.”

If the normal ways of doing things and working are done away with, even for just a bit, new options need to be explored. Nico Ubenauf, who is a forerunner in the area of livestreaming events with satis&fy, once again drove this point home: “You can also use the time to establish new projects and processes. People will also have a huge desire to attend concerts and events once all the security measures are over. At the same time, however, live streaming will continue to play a greater role and could potentially be an inexpensive ticket alternative for premium events in the future.”

Joe Lamond, President and CEO of NAMM Show, finished with very specific, overall words of hope and encouragement: “Perhaps this will all end with our governments showing greater appreciation for everyone in the future – for the self-employed, employees, people in general, and last but not least those involved in our industry, who make all these events possible every year.”

**The participants of the Adam Hall Industry Talk at a glance:**

* Marcel Courth (Moderator): Editor-in-Chief & Publisher Production Partner, Publisher Professional Technology & Live Communication Unit (Ebner Media Group)
* Marcus Pohl: Chairman of the Board ISDV & IGVW
* Nico Ubenauf: CEO satis&fy
* Joe Lamond: President & CEO NAMM
* Luca Lastrucci: CEO/co-founder Powersoft
* Marcus Graser: CEO Clay Paky
* Simon Kropp: Editor-in-Chief EventRookie
* Alexander Pietschmann (Host): CEO Adam Hall Group

**Anyone who missed the Adam Hall Industry Talk can watch full coverage of the event at** [**www.event.tech**](http://www.event.tech)**.**

#WeWillGetThroughThisTogether #ProAudio #ProLighting #EventTech #ExperienceEventTech

**More information:**   
[adamhall.com](https://www.adamhall.com/gb-en)

[cameolight.com](https://www.cameolight.com/en/)

[ld-systems.com](https://www.ld-systems.com/en/)

[gravitystands.com](https://www.gravitystands.com/en/)

[palmer-germany.com](https://www.palmer-germany.com/en/)

[defender-protects.com](https://defender-protects.com/en/)

**About Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distributor that offers event technology to its partners around the world. Its target groups include retailers, B2B distributors, event and rental companies, broadcasting studios, AV and system integrators, private and public companies, and manufacturers of industrial flight cases. Under its brands **LD Systems®, Cameo®, Gravity®, Defender®, Palmer®, and Adam Hall®,** the company offers a broad range of professional audio and lighting technology as well as stage accessories and flight case hardware. Founded in 1975, the Adam Hall Group has become a modern, innovative provider of event technology and has over 14,000 m² of storage space at its Logistics Park at the company headquarters near Frankfurt am Main. Thanks to its focus on value creation and service, the Adam Hall Group has already received a number of international awards for its innovative product developments and pioneering product design from well-known institutions like Red Dot, German Design Award, and iF Industrie Forum Design. LD Systems®, in cooperation with the design agency F. A. Porsche, demonstrates the future of pro audio design with its MAUI® P900 column speaker and recently received the coveted German Design Award for this. You can find more information about the Adam Hall Group online at [www.adamhall.com](http://www.adamhall.com/).

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