

17 – 18 October, 2017

## **Prolight + Sound Middle East's Events, Technology & Entertainment Development Forum**

Prolight + Sound Middle East is pleased to be hosting for the first time 'The Events, Technology and Entertainment Development Forum' on 17<sup>th</sup> and 18<sup>th</sup> October 2017 alongside the exhibition. Join us for this two-day forum as we bring together leading stakeholders from the government, events, leisure, creation, entertainment and tourism industry to discuss trends and strategies in developing world class events, iconic attractions and industry partnerships that drive tourism and long-term success.

### **So, what can you expect from 2017?**

- Hear from tourism and entertainment authorities and C-level experts on strategies to sustain growth and increase tourism development in the region
- Discover how leading operators, consultants, production houses, designers and integrators are forming strategic partnerships to support growth and increase overall revenues
- Be a part of interactive discussions which will debate on how technology offers incredible potential to improve guest experience and facilitates quicker and easier access to unforgettable experiences

Join us for this exciting ride and experience the magic behind what it takes to be 'the destination of choice' in the region and beyond. Upon registration, the conference is free to attend for visitors.

For the latest updates and information visit  
[www.prolightsoundME.com/Conference](http://www.prolightsoundME.com/Conference)

10:00 *Registration and Refreshments*

10:20 **Opening Remarks by the Conference Chair**



**Chairman & Speaker**  
**Stefan Wieland**  
AV & Event Technology Specialist

10:30 **Panel Discussion:**

What Factors are Instrumental in Shaping Cultural Projects - Initiatives for Tourism, Leisure and Entertainment Attractions: A Government Perspective

*Panellists:*



**H.E Saif Saeed Ghobash,**  
Director General,  
*Abu Dhabi Tourism and  
Culture Authority*



**Issam Kazim,**  
Chief Executive Officer,  
*Dubai Tourism and  
Commerce Marketing*



**Haitham Mattar,**  
Chief Executive Officer,  
*Ras Al Khaimah Tourism  
Development Authority*

11:00 **DXB Entertainments Case Study:**

New emerging technologies and how it can be applied to theme parks



**Michael Carroll**  
Director, Media Production, Media Systems,  
Research & Development,  
*DXB Entertainments*

11:30 **Dubai Opera Case Study:**

Influence of a theatre consultant on the architectural design



**Tom Davis**  
Director,  
*Theatre Project Consultants*

12:00 *Coffee and Networking Break*

12:15 **Delivering world-class production solution for live entertainment and events**

Delivering world-class production solutions for live entertainment and events



**Piers Shepperd**  
Director,  
*Wander Works Limited*

12:45 **Live Entertainment Panel Discussion:**

Delivering world-class events from movie premieres and classical shows to international sports events and megastar music concerts

*Panellists:*



**Jasper Hope,**  
Chief Executive Officer,  
*Dubai Opera*



**Thomas Ovesen,**  
Chief Executive Officer,  
*117 Live*



**Craig Hartenstine,**  
Executive Producer,  
*La Perle by Dragone*



13:15 *Prayer and Lunch Break*

14:00 **Lighting Design Case Study:**

The role of lighting design in telling a story



**Koert Vermeulen,**  
Founder and Designer,  
*ACTLD*

14:30 **From Candle to Tungsten Light & LED:**

The future is bright for theatre



**Andy Webb,**  
Theatre Lighting Designer,  
*TIGZ Creative*

15:00 **The Waveform Delivery Service:**

Satisfying new audience expectations



**Merlijn Van Veen,**  
Sound Engineer, Sound Consultant,  
*Audio Engineering Society*

15:30 *Closing remarks by Conference Chair and end of Conference Day 1*

## Day 2 Programme

Wednesday - 18 October 2017

10:00 *Registration and Refreshments*

10:20 **Opening Remarks by the Conference Chair: Stefan Wieland**



Chairman & Speaker  
**Stefan Wieland**  
AV & Event Technology Specialist

10:30 **Panel Discussion:**

Venue of the Future

*Panellists:*



**Piers Shepperd**  
Director,  
*Wonder Works Limited*



**Thomas Ovesen**  
Chief Executive Officer,  
*117 Live*



**Tom Davis**  
Director,  
*Theatre Project Consultants*

**Q&A**

11:00 **Importance of combined Audio and Acoustics design.**

Perceived reverberation time vs audio system design



**Gerasimos Efthymiatos**  
Head of AV & Acoustics - Partner,  
*Salt-TS Dubai, Technology & Acoustics*

11:30 **Case Study:**

Lighting the Rio Olympic Ceremonies



**Durham Marengi**  
Lighting Designer,  
*DurhamLD Limited, UK*

12:00 **Discussing Continuous Process of Development in the Sports Venue Technology Field**



**Jonathan Tulip**  
Audio Visual Specialist

12:30 *Coffee and Networking Break*

12:45 **Case Study:**

Creating Events and Entertainment that Engage and Inspire - 'MIYAH, The World Of Water'



**Sam Katiela,**  
Managing & Creative Director,  
*Mamemo Productions*

13:15 **Permanent Multimedia Shows driving growth in the Industry**



**Frederik Fayard (Aldo),**  
CEO/Designer,  
*Concept K*

13:45 **Importance of Acoustics from a design aspect:**

Simulation of Sound Reinforcement Systems



**Emad El-Saghir**  
Senior Acoustical Consultant,  
*ADA Acoustics & Media Consultants GmbH*

14:15 *Prayer and Lunch Break*

15:00 **Case Study:**

The Getaway Tour, Red Hot Chili Peppers



**Eric Grossman,**  
Chief Operating Officer,  
*TAIT Towers*

15:30 **Panel Discussion:**

What does the Future hold for the Middle East Events and Entertainment Industry

*Panellists:*



**Peter Skuditis**  
General Manager,  
*Zero Gravity*



**Jonathan Quitt**  
Head of Technical Projects



**Dan Bolton**  
President,  
*International Live Events  
Association, Middle East  
Chapter*

**Q&A**

16:10 *End of Conference Day 2*