



April 20, 2020

APPEAL FOR EU Parliament

Dear _____,

In these difficult and incomprehensible times, we are contacting You on behalf of the international European community of live event organizers.

We are representatives of different associations of event experts from Northern Europe. Our members work all over Europe and beyond. Our clients are the largest representatives of the World Economy. We represent an important part of the service industry – events, promotions, brand experiences, corporate events, communication and concept development etc.

Our members are:

Event agencies, Congress and conference organizers, Live communication agencies, Location operators, Designers & Architects, Scenography companies, Media technology service providers, Concept makers and directors, Rental companies, Stage, light, sound, and video service providers, Artist and management companies, Entertainment providers, Event personnel service providers, Security service providers, Logistics and on-site service providers, Other technology service providers.

The event industry has emerged in the last decade as a modern, complex “engine” of the progressive world. Our events serve almost all industries to present new products, communicate with their customers and generate sales. The economy in each country is highly dependent on a functioning event industry system. It is essential to save the Live Communication in an already massively damaged economy.

We support the measures taken by European governments to prevent the spread of coronavirus infection (COVID-19). However, we will be one of the hardest hit sectors.

Current situation:

- Organizing events (above 50 people) has been officially prohibited in all federal states in our countries.
- The sales of Live communication companies have been “0” since mid-March 2020 at the latest.
- Most of the industry representatives have liquidity reserves of a maximum of 1–3 months.
- Large parts of the industry will become over-indebted by the end of 2020.
- The first bankruptcies are expected as early as April 2020. Starting from May 2020, the number of bankruptcies in the event industry will skyrocket.
- As time progresses, and due to the current health policy situation, a return to “normal” events is not expected to happen within at least 6 months from now.
- Overall, the event market has dropped 100%.
- If the health and social situation does not permit the approval of events again soon, there is a risk of losing an entire industry.

We would like to draw your attention to the following:

In 2019 our collective turnover was over 1,364 BIL euros

Our sector provides work for over 500 000 employees yearly

Our estimated losses for 2020 are 80% (1,091 BIL euros) of turnover, and that means at least 50% of our employees are at risk to lose their jobs.

During the period of March-May 2020, 100% of all live events in our countries are cancelled. The number of events that have been postponed until later is increasing every day. All postponed events are also at risk though, since no one can predict exactly when the epidemic will end.

We must prevent a large number of bankruptcies, or else there will be permanent disappearance of the event industry.

We call upon the European Parliament and National Governments to swiftly implement the following urgent measures:

1. Inclusion of event organizers in all documentation about subsidies or other help measures as a separate business structure along with exhibitors.
2. Deferment / Suspension of fiscal and social contributions.
3. The corporate division of companies with 3 to 249 employees – which is the backbone of the event industry – must be provided with equity for at least 3 months after the lockdown ends.

4. European-wide, uniform guidelines and approaches for the EVENTS sector as regards conducting cultural, entertainment, and other meetings and gatherings, so that all EU member states align their policies to one model. Examples could include regulations about how many sanitizers are needed for how many people, which precautionary measures are taken for all live events, etc. The key is that these be European-wide measures.
5. European structural and cohesion funds earmarked for the projects that will contribute to development and innovation within the EVENTS sector.
6. Temporary state aid for the EVENT industry from national governments
7. Fast and easy access to short- and medium-term loans to overcome liquidity shortages, including funds made available by the EU through the Corona Response Investment Initiative.
8. Fast launch of the European Unemployment Reinsurance Scheme.
9. Inclusion of Event industry representatives in the European Travel and Cultural Commissions.

We would obliged to have the opportunity to discuss the required measures further with you as well as to provide you with any supplementary information you may require.

Kindly mind to be in direct contact with any of the undersigned.