

### **Musikmesse 2022: Best of both worlds - a restart featuring new approaches**

After an enforced absence due to the coronavirus pandemic, the Musikmesse team is raring to go again: the traditional sector get-together is scheduled to take place between 29 April and 1 May 2022. A number of Musikmesse spin-offs will be taking place at the same time, some forming part of the supporting programme: the Musikmesse Festival (28 April to 1 May), the Musikmesse Congress (28 to 29 April), Musikmesse Education (29 April to 1 May) and the B2C event Musikmesse Plaza (30 April to 1 May). In response to requests from the sector, the schedule now overlaps with that of its sister event Prolight + Sound (26 to 29 April).

A restart like this is an ideal opportunity for change. The organisers of Europe's most important music sector get-together recognised this opportunity and used it to put together a new, contemporary concept with attractive new additions to the programme. As a result, Musikmesse 2022 is geared towards both B2B and B2C - an event that covers all aspects of making and consuming music. Wolfgang Weyand, Director of Musikmesse and Musikmesse Festival: As well as presenting all aspects of making music, it is an event that will appeal to anyone who is interested in music. No other show in Europe covers such a broad spectrum.

In recent years, there was much debate in the sector about whether Musikmesse should be a B2B or B2C event. To solve the problem, it is now both. While the Musikmesse exhibition is still aimed at trade visitors and now also features market participants from the music sector, the popular accompanying formats Musikmesse Plaza and Musikmesse Festival are geared towards end consumers. With the new Musikmesse Congress and Musikmesse Education, the event is adding a number of important thematic areas to its portfolio, thereby covering the entire value chain for music and for the music sector.

Musikmesse provides a platform for key music industry players and small providers alike to present their wares. International sales and retail professionals will find plenty of inspiration and new contacts here, as will just about anyone with an interest in music. As well as musical instruments, books and sheet music, Musikmesse's exhibition portfolio now includes new technology and innovations from the music scene.

Musikmesse Plaza brings music to life in many ways. For instance, exhibitors have the chance to present their products and sell them directly to end consumers (instruments, records/CDs, merchandising/lifestyle products, etc.). As well as this, Musikmesse Plaza has an extensive live entertainment programme, Meet & Greet session, and workshops and concerts featuring top professionals. Anyone who loves music will love Musikmesse Plaza.

After its unscheduled hiatus, the Musikmesse Festival is to take place for the fifth time between 28 April and 1 May. As in previous years, live shows are to be held in

locations all over Frankfurt - from small, intimate venues to concert halls. And once again, the music programme is a highly eclectic mix of genres ranging from jazz and classical to rock, pop, folk, hip-hop and dance. Manufacturers and distributors have the chance to present their brands and products here.

All musicians - whether novices, advanced players or budding professionals - all have one thing in common: the desire to improve their mastery of their instrument. But how do they do this? The options are as varied as the music itself. The Musikmesse Education section of the event provides visitors with an overview of the best teaching and learning methods.

Replacing dull theory with accessible, hands-on content, the congress programme for Musikmesse 2022 covers a wide range of themes - from social media, influencer activities to music business matters such as music publishers, recording and songwriting.

Wolfgang Weyand plans to make Musikmesse 2022 and its sub-formats a veritable celebration of music. And there will be plenty to celebrate! But above all, it will be a chance for market participants and music lovers to finally get together again in person - something that everyone has sorely missed. As Wolfgang Weyand puts it: Digital technology helped us to keep the dialogue going during the coronavirus crisis but video conferences are no substitute for talking to people face-to-face.?

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