



HYBRID EVENT SHOWCASE

JULY 15, 2021

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HYBRID EVENT SHOWCASE

JULY 15, 2021

AGENDA

15:00 UTC

Welcome from RYAN CHILCOTE and our AV Alliance members

PANEL DISCUSSION | Client Experience in the Age of Hybrid Events

Hear our panel discuss why hybrid events are the future, and how they add value that clients always wanted but did not know they could have – until now.

Hosted by RYAN CHILCOTE

Award-winning journalist, PBS NewsHour Special Correspondent

JOAQUIN DE ELIAS, Congress Rental | AV Alliance, Congress Rental Network

HARTMUT KULESSA, Panasonic Visual Systems | AV Alliance Partner

JÜRGEN KÜNKEL, Vantage Global Event Production GmbH

ROMAN MUŠKA, Prague Convention Bureau

SOTARO NISHIDA, Yamaha Music Europe GmbH | AV Alliance Partner

ROBIN PURSLOW, Eclipse Global | AV Alliance

16:00 UTC

AV ALLIANCE SHOWCASE

Prepare to be amazed with a tour around the globe as our members demonstrate the power of hybrid events!

16:05 UTC

PANEL DISCUSSION | Hybrid Showstoppers: Studios, Platforms, and Mixed Reality

Hear our experts explore what role do green screen and xR studios play in the age of hybrid, and how AR and VR can become integral parts of events in the future

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LES GOLDBERG, LMG | AV Alliance

DONALD GUZAUCKAS, JR., HB Live | AV Alliance, Rental & Staging Network

PAUL HUTTON, ETP Europe, Pixl Evolution | AV Alliance

ERIC NEWKIRK, CEAVCO | AV Alliance, Rental & Staging Network

TOM ROCKHILL, disguise | AV Alliance Partner

17:00 UTC

LIVE DEMO | Let's Take You Behind The Scenes!

We are taking you backstage to give you a real-time glimpse of the magic behind studio lighting, green screen, and xR technology live from our studio hubs.

Close of Show



HYBRID EVENT SHOWCASE

MEET OUR HOST

RYAN CHILCOTE

Award-winning journalist, PBS NewsHour Special Correspondent



Ryan Chilcote is an award-winning and Emmy-nominated journalist who regularly hosts, moderates and speaks at the world's leading business conferences throughout Europe, North America, Africa, the Middle East and Asia. He is the founder of Ryan Chilcote Productions.

A former international correspondent to CNN, a presenter on Bloomberg TV, and currently working for PBS as special correspondent, Ryan has been drawing on his 20+ years of journalism experience when leading conversations and events on investment, financial services, energy, the future of work and Industry 4.0, technology, innovation, cyber security and geopolitics for the past decade.

In addition, he regularly moderates discussions on economies, energy and investment at the World Economic Forum in Davos, Abu Dhabi, New York, London, Moscow and Astana.

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MEET OUR GUESTS

JOAQUIN DE ELIAS

CEO, Congress Rental



Joaquin graduated in Advocacy at Buenos Aires University, and after practicing his profession for a few years as paralegal, he decided to enter the family business Congress Rental in 2015, of which he has been CEO since.

Joaquin has been a proud member of the AV Alliance through his company since 2013, and he also acts as member of the board at Congress Rental Network (CRN).

LES M. GOLDBERG

Founder & Owner, LMG



Les Goldberg is the owner of AV Alliance member LMG, LLC. He founded his company in 1984 and still starts each day with the same drive and the same 'yes, I can' attitude. His technological know-how, natural sales ability and business management skills led LMG to become an \$100+ million, award-winning company specializing in show technology, systems integration, and touring. Today, Les continues to maintain an active role with all projects and clients and focuses on directing the vision of LMG towards future growth.

He also acts as CEO of Entertainment Technology Partners, LLC, the parent company of a collection of exceptional brands within the live event and entertainment technology services industry. He also acted as member of the AV Alliance Board for 10 years until 2021.

A father of three, husband, entrepreneur, and author, Les Goldberg has a passion for the live event industry and is dedicated to the education of innovation and best practices.

DON GUZAUCKAS, JR.

VP & General Manager, HB Live, Inc.



Donald Guzauckas, Jr. is VP and General Manager at HB Live, and has been with the company since 1989, rising through the ranks from an AV technician to Vice President. Don has garnered invaluable expertise in the audio visual event production industry over the course of his 30+ years career managing thousands of events. Don always followed his mantra of “never leaving another guy hanging”, which has become an integral part of HB Live’s corporate culture.

Don also participates in a number of professional associations. Through HB Live he is member of the AV Alliance, and he is a founding, and continuously serving board member of the Rental and Staging Network. He has also been involved with AVIXA for over 25 years. Outside work, Don enjoys spending time with his wife and two, college-age kids, running and cycling and mentoring a FIRST robotics team (FRC4557).

PAUL HUTTON

President of ETP Europe



Having spent four decades in the business with some of Europe’s leading AV staging companies tied to his name, Paul Hutton is recognised as one of the top 100 influential people in UK event technology sector. In 1989 Paul helped start Blitz Communications Group and as Managing Director he steered it to become one of the most successful and best respected staging and rental companies of its time.

Following the acquisition of Blitz by GES Inc. in 2014 and its subsequent integration, Paul was invited by Entertainment Technology Partners Inc (ETP) to join the business as President for their new European operation where he could utilise his experience and knowledge of the events market. In October 2019 ETP acquired Pixl & Audio Evolution Ltd., a UK-based event technology specialist which has recently joined the global network of the AV Alliance.

Paul is married with four children and lives just outside of London in Hertfordshire. He enjoys the theatre and arts, eating out and spending quality time with his family.

HARTMUT KULESSA

Senior Marketing Manager, Panasonic Visual Systems



Hartmut Kulessa joined the Panasonic Visual Systems division in 2006 after working in the fields of computer graphics and video recording since 1998. After making in depth experience in various vertical markets for visual systems products, he is now working as Senior Marketing Manager for Panasonic Visual Systems in Europe with a 360° view on projector and display applications from small meeting room to large venue.

JÜRGEN KÜNKEL

Founder & Managing Partner, Vantage Global Event Production



Jürgen is the founder and director of Vantage Global Event Production GmbH. He has spent 25 years in the Live Communication Industry, wearing different hats such as stage designer, lighting designer, creative and technical director, show caller, producer, and film maker. During his career he has delivered events for blue chip clients in over 40 countries, 90% of which have been corporate events. His team has produced 500 virtual meetings in various formats since the outbreak of the pandemic in 2020.

Jürgen is also the co-founder of Vantage School Seka in Kenya, and has been acting as consultant, curator, and moderator for TEDx Basel for the past five years. Outside of work he is an avid kite surfer, and is passionate about music, philosophy, and all aspects of fitness.

ERIC NEWKIRK

VP Design & Creative, CEAVCO



As CEAVCO's Vice President Design & Creative, Eric's theater education mixed with touring concert production gives him an eye for design and a special understanding for event flow. His production experience includes large scale live events for corporations and associations. Eric often serves as Executive Producer, Producer, Technical Director, Show Caller, Producer, Stage Manager for clients in the field. He is responsible for timely execution on all creative service deliverables company wide.

Eric has 10 years of service on the Executive Committee at CEAVCO Audio Visual where recently celebrated his 23rd work anniversary. Eric serves on the Board of Directors for the Rental & Staging Network (RSN), he is an active member of Avixa and serves on the Live Events Council.

ROMAN MUŠKA

Managing Director, Prague Convention Bureau



Roman Muška studied at the College of Management Skills and Business Development in Prague and started his career in the MICE segment in 1996, working as Project Manager for the Austrian company AHR (Agentur für Hotels und Reisen). Afterwards, he moved on to finances and administration with the new established branch of AIMS International in Prague, where he was promoted to the position of the Head of Finance and Administration.

In 2004 he returned to the field of project management, working as Head of Congress Department at AIMS International. Between 2011 and 2015 he served as the Country Manager of the AIM Group International in Prague. In 2013, Roman became a member of the Prague Convention Bureau Board of Directors and in 2015 its first Vice President. Since January 2016 he has been fully involved in the Prague Convention Bureau as its Managing Director.

SOTARO NISHIDA

Manager Strategy and Marketing Pro Audio Division, Yamaha Music Europe GmbH



Sotaro Nishida is Strategy and Marketing Manager for Yamaha Music Europe GmbH. Having been with the company since 2002, he was involved in the early days of their Digital Music Distribution Business for Mobile Phones, and later in the Music Concert Films Distribution in Tokyo as Content Director and Producer. In 2014 Sotaro went on to work as Marketing and Sales Manager for Yamaha Professional Audio for Latin America at Panama office and later in Japan as Global Key Account Manager in various vertical segments. Having recently relocated from

Japan to Germany, Sotaro currently serves as Strategy and Marketing Manager for Yamaha Music Europe GmbH.

ROBIN PURSLOW

Managing Director, Eclipse Global



Robin has been involved in the production industry since 1995, starting as account manager and subsequently general manager at Aztec. In 1999 Robin set up Live Productions in central London to service venues and end clients with technical production services. Robin oversaw the acquisition and integration of his old company Aztec into Live Productions in 2005.

After the 2007 the merger to consolidate market share of Live Productions and Eclipse took place, Robin took a Board seat within the management team. In 2016 he took sole ownership of Eclipse through an MBO from all other shareholders. Eclipse proudly sits today as a leading technical production company based in London and operates in the global supply chain of the technical production industry.

TOM ROCKHILL

Chief Commercial Officer, disguise



Tom joined disguise in 2018 as Chief Sales Officer, overseeing the growth of the company into new markets. As Chief Commercial Officer, Tom has global responsibility for disguise's sales, marketing, and overall commercial strategy. With an extensive background in Broadcast and Film, Tom plays a big role in expanding the company's reach into these sectors. Previously, he held senior management positions at Foundry and Yellowdog and has a breadth of international experience in Media and Entertainment Technology within APAC and EMEA.

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