

**SHOW YOUR  
SHOW**

# LIVE ENTERTAINMENT CREATIVE FORUM '23

creative conference  
round table  
discussion  
showcase

**BERLIN**  
**8-9 JUNE**

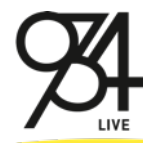


**SHOWTECH**

The Leading International Trade Fair  
for Theater and Event Technology

**5-7 JUNE**

 **ART OF ARTISTIC GROUP**

 **OVA  
LIVE**

**DTHG** DEUTSCHE  
THEATERTECHNISCHE  
GESELLSCHAFT

**CIRCUS  
talk**



# SHOW YOUR SHOW – is

an international platform created to connect and communicate with a broad range of live entertainment industry professionals and experts

Since 2015, Germany's Art of Artistic Group company has organised annual creative industry festivals: Show Your Show (SYS). These have included conferences, discussions, celebrity masterclasses, solution exhibitions and showcases.



ads.  
[VIDEO](#)

reporting clip 2019  
[VIDEO](#)

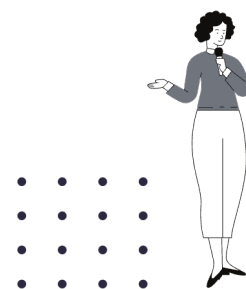
Review 2015-2018  
[VIDEO](#)

reporting clip 2015  
[VIDEO](#)



# THE KEY AREAS THAT SYS ADDRESSES ARE:

- Networking and sharing experiences among representatives from different specialties
- Introduction of trends, creative ideas and innovative technologies in live entertainment, events, TV and marketing
- Improvement of productivity and methodology towards quality of the final product
- Promotion of new solutions
- Attracting potential collaborators and investors



**THE SYS PLATFORM IS A MEETING POINT AND  
INTERFACE THAT ALLOWS ALL CREATIVE SPECIALISTS  
TO WORK TOGETHER OPTIMALLY.**



RETROSPECTIVE

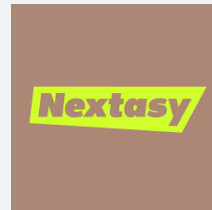
2015 - 2019



WHO HAVE VISITED SHOW YOUR SHOW  
2015 - 2019



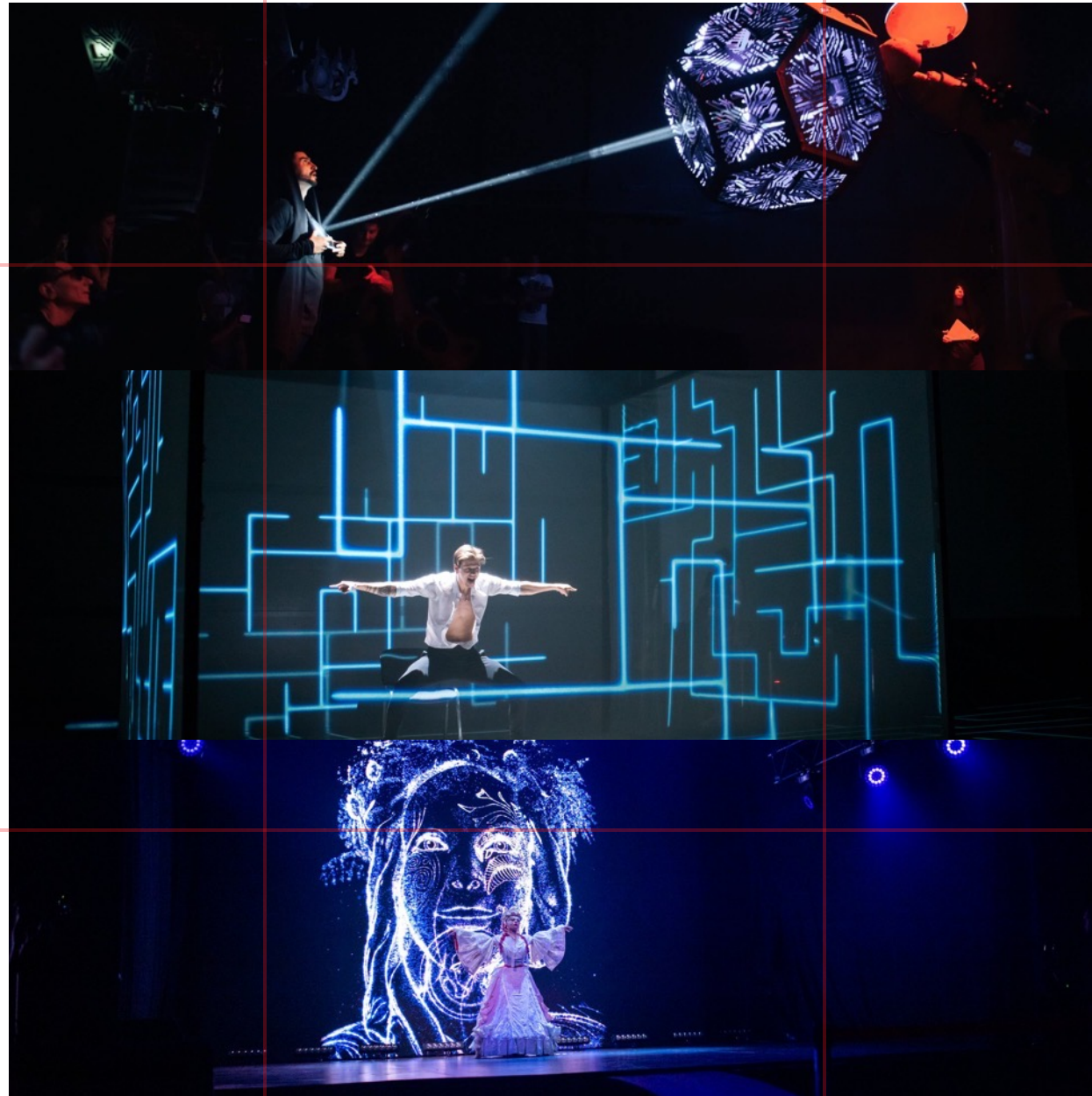
Art on Ice



A·L·E·G·R·I·A  
THE JOY OF MUSIC

TU SI QUE  
VALES





# SYS 2023 motto: WE RETHINK THE SHOW

8 and 9 June 2023

We will be talking about the state of the live entertainment market in an era of essential change

What can feasibly be 're-started' post pandemic and in which conditions/timelines

What trends the pandemic has provoked and what they mean for the show industry going forward

**SYS 2023 will be the launching pad for Europe's first and only large-scale Live Entertainment Creative Forum in 2024!**



# LOCATION – BERLIN

The event will take place for the first time in Europe in the city of culture and history; Berlin.

Germany's capital: creative and colourful

- Berlin has a reputation as an international metropolis and leaves no one indifferent if you've ever been immersed in its multicultural environment.
- Berlin is also one of Germany's most creative cities.
- There are 52 concert and opera houses, variety shows, art galleries, exhibitions of classical and modern art, plenty of street artists, a culture of start-ups.
- Despite its attractiveness, Berlin is still an "inexpensive" city.

June 8, 2023  
[Station Berlin](#)

June 9, 2023  
[Amplifier Berlin](#)



# CRITICAL TOPICS FOR DISCUSSION IN 2023:



Trends in world show  
business and the  
changing needs of  
consumers

Uniting creativity and  
management: new  
career opportunities

IT solutions and  
practices integrated in  
the industry

Impact of pandemic  
and economic crisis on  
the global market

Creative production  
after 2020

Combining offline and  
online formats

Stages, sets and props  
today  
New supply chain realities

Creative management  
in conditions of severe  
staff shortage

Creative marketing



# REGISTRATIONS OPTIONS FOR 2023

FORUM PASS  
390 €

CREATIVE PASS  
\*99/195 €

STUDENT PASS  
\*50 €

SMART PASS  
from 1.200 €

- Two days access to all sessions of the Creative Forum
- Networking Space
- Participation in a roundtable with experts
- Drinks during the coffee breaks
- Lunch
- \*Tickets for SHOWTECH exhibition
- \*The first 50 buyers of a Forum Pass for Show Your Show 2023 will receive a ticket to the SHOWTECH trade fair, which will take place in Berlin from 5 to 7 June.

[Buy tickets](#)

- Two days access to all sessions of the Creative Forum
- Networking Space
- Participation in a roundtable with experts
- Drinks during the coffee breaks

\* For currently active artists and choreographers. You will only receive the link to purchase the PASS from the organiser

- 195 EURO - with the possibility to present your idea, your project, your performance, your part of the show
- 99 EURO - without possibility of presentation

\*\* Lunch and a ticket for the Showtech fair are not included in the price.

- Two days access to all sessions of the Creative Forum
- Networking Space
- Participation in a roundtable with experts
- Drinks during the coffee breaks

\* For currently active students. You will only receive the link to purchase the PASS from the organiser.

\*\* Lunch and a ticket for the Showtech fair are not included in the price.

- Full SYS FORUM PASS
- Three or more night's Accommodation
- Also, you have the option to make a reservation for a transfer.

\* For the information, please contact the organizer



# BENEFITS FOR PARTNERS, GUESTS and EXPERTS SYS 2023

Promotion and development of your business through direct contacts and partnerships with the world's leading experts in event management and show business.

Presentation of a new product / solution in front of a wide range of stakeholders.



Your brand's presence at SYS as well as in post-promos, media materials and publications on social networks.



An active dialogue with the organizers. You can influence the structure SYS-2024 as well as discuss joint events in the future.

Participation in an event that is extremely relevant at the moment, with the opportunity to make a strong statement of presence in the industry.

# STRATEGIC OBJECTIVE FOR 2024



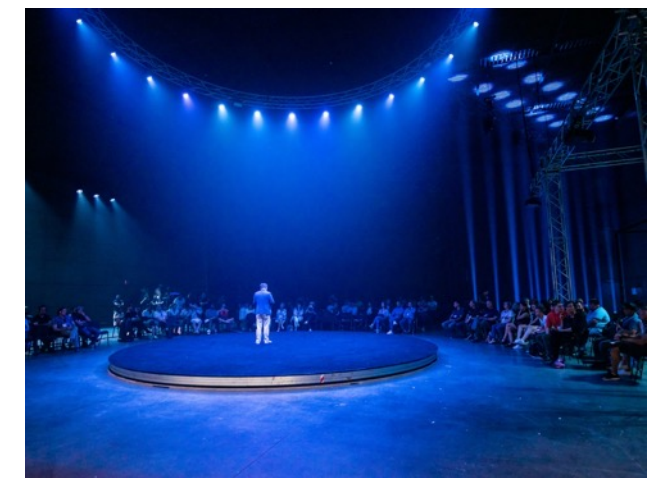
## SYS 2023

is just the beginning



## Insights from 2023

will form the basis of the Live Entertainment Creative Forum in 2024.



## Based on the first

European experience of the event in 2023 and the suggestions from the participants, 2024 will be bigger, better, full-scale event.



# WHAT TO EXPECT 2024 - 2028

SHOWCASES

WORKSHOPS

CONFERENCES

EXHIBITIONS

FESTIVAL



# WE RETHINK THE SHOW

For decades our company has been creating and producing content, providing expert support, training for creatives, organizing, marketing and selling shows on the global market.

Entertainment is our life and we believe that live shows will remain relevant in a world of meta-universes and web 3.0.

We need partners and like-minded people to evolve the market and the rules of the game in the entertainment industry in the years to come.



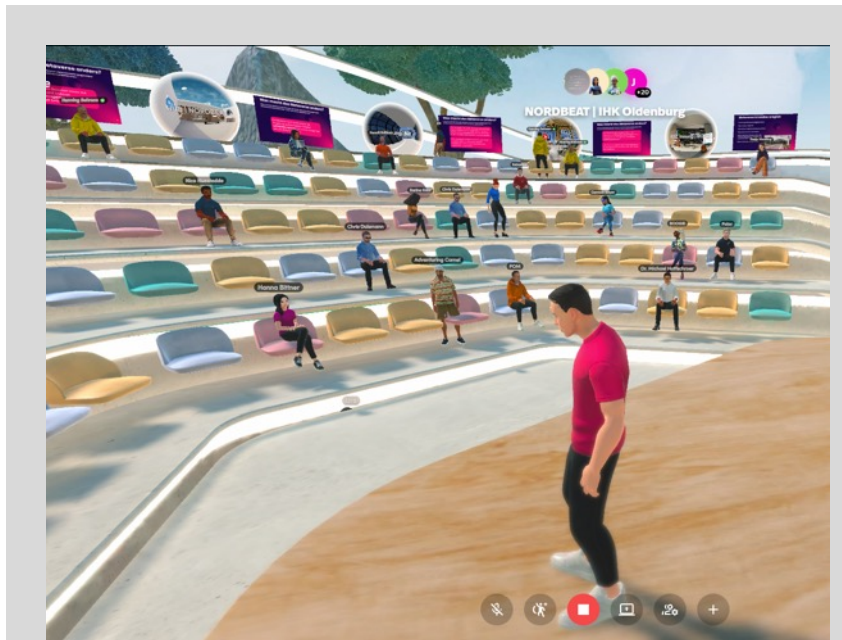
**Join the community of professionals to evolve the market and the rules of the game in the entertainment industry – TOGETHER!**





# Innovative aspects

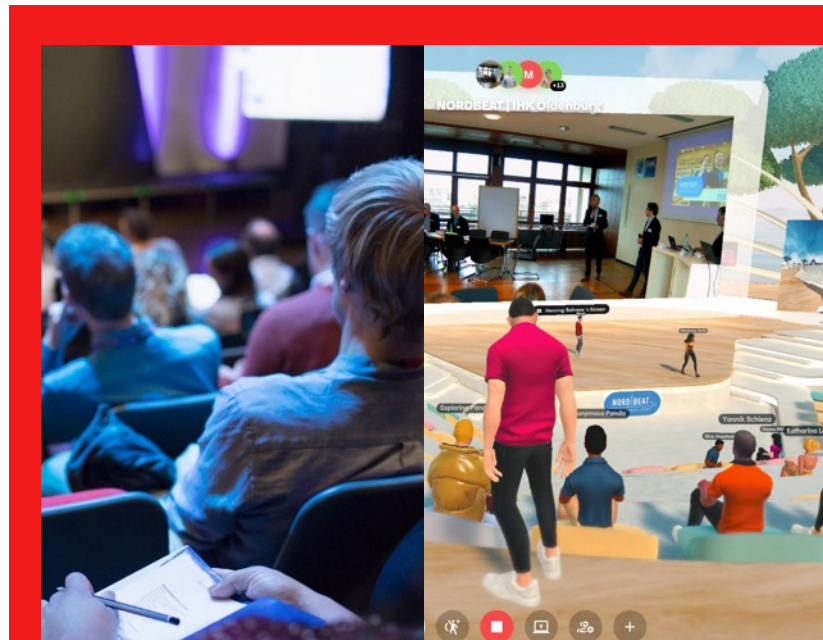
One world  
worldwide working in the metaverse



- Participants from all over the world
- Working on different real places in one virtual place

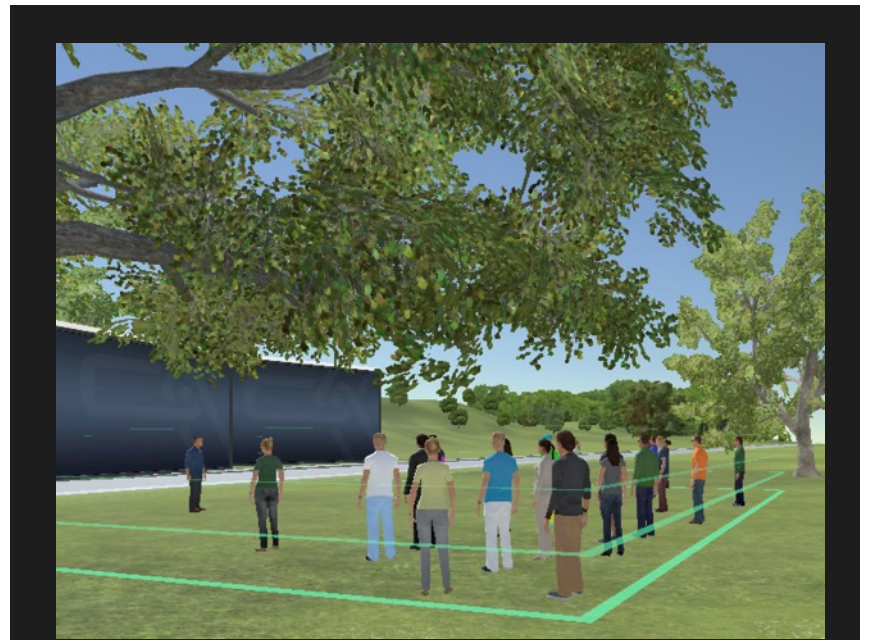


One conference  
physical & virtual streams parallel



- Physical and virtual streams working separately with link between areas
- Physical Input-, Keynote- and Impuls - Sessions are streamed in the metaverse

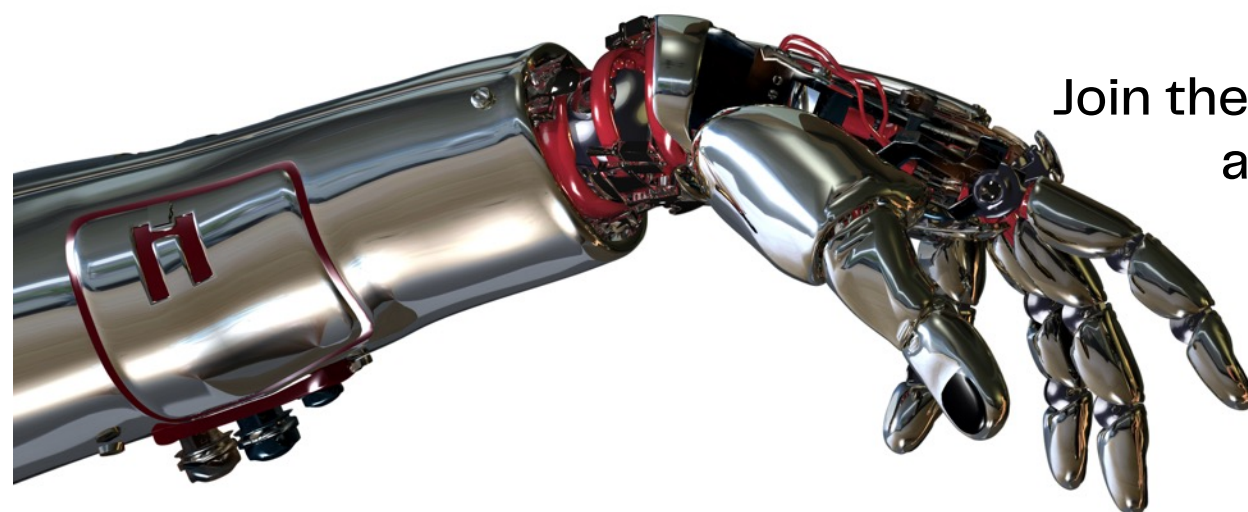
One result  
connecting physical and virtual results



- Hybrid Session – physical participants can see the virtual participants and upside down
- The results from the separately virtual and physical streams bring together in a hybrid Session

# LIVE ENTERTAINMENT CREATIVE FORUM '23

[Buy tickets](#)



Join the community of professionals  
and let's do it together!



June is coming!  
See you on SYS



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