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European Lighting Pros Gather for Elation Europe PRO Theme Day 2017

Periodically, Elation Europe gathers lighting professionals at its European headquarters in Kerkrade, The Netherlands, for PRO Theme Day, a day of insightful seminars, shoot-outs and discussion about some of the industry's most relevant topics and technology developments. On Tuesday, October 10th, Elation held one of its more popular PRO Theme Days, a program filled with invaluable discussions and presentations, including a talk by one of our industry's top designers, Ola Melzig.



"Thank you to everyone who shared a sensational PRO Theme Day with us!" enthused Elation Europe Sales & Marketing Manager Marc Librecht at the end of the busy day. "It was really a big success and perhaps the best PRO Theme Day we've ever had. Ola was as informative and entertaining as ever and our guests came away with a lot of valuable knowledge. It was a full house and a fantastic day!"

PRO Theme Day participants had the opportunity to engage with Melzig, the man behind the mind-boggling production of the Eurovision Song Contest, and network with other industry colleagues. Melzig shared the ins and outs of the biggest live television production in our industry and shared insight into the challenges overcome in the latest edition of ESC in Kyiv. In another topical presentation, participants heard what the future has in store for Platinum and discharge lamp technology from Philips lighting expert Kirsten Verheyen.



And of course the PRO Theme Day allowed participants to get up close and personal with everything Elation, from products and projects to planning and personnel. The



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free seminar also saw Elation products go head-to-head against lighting products from other manufacturers in a series of shoot-outs that gave participants an excellent opportunity to see how Elation spot, wash and hybrid moving lights compare side by side with some of the most known brands in the industry.

About Elation Professional

Elation Professional is one of the world's leading lighting and visual solutions providers and is the global brand of Elation Lighting. Founded in 1992 and headquartered in Los Angeles, with European sales, distribution and support based in The Netherlands, Elation designs and manufactures a comprehensive range of innovative yet affordable lighting and video products that are distributed through a global network of dealers and distributors. Made up of a spirited team of dedicated personnel, Elation is setting new efficiency and performance standards in Platinum lamp and LED technology and is acknowledged for a comprehensive commitment to Total Support. As a company in expansion with a presence in a growing variety of market segments, chances are you've experienced Elation lighting at a concert, special event, TV, theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit www.elationlighting.com

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