


ILMC PRESENTATION





WHAT IS **ILMC**?

The **ILMC** (International Live Music Conference) is an annual conference dedicated to the live music industry across the globe, taking place in early March each year, in the UK. 

The first ever and only face-to-face meeting of leading figures involved in the world's concert industry.



WHAT IS **ILMC**?

The International Live Music Conference is an **invitation-only** event, only with the intention to maintain a dedicated and focused business attendance.

over
10000
GUESTS



MAIN OBJECTIVES



1. Addressing real issues and problems that affect the business, artists and audiences.



2. Promoting collaboration and co-operation within the international music community.



The **ILMC** has fostered the formation of most of the international industry's current trade associations during the last decade and is used by those bodies as a means of **regular communication**:

- Promoting collaboration and co-operation within the international music community.
- Access to astonishing resources

ILMC SUPPORTERS





1000 ATTENDEES FROM ALL OVER THE WORLD

	AUSTRALIA	14
	AUSTRIA	13
	FRANCE	23
	DANEMARK	26
	GERMANY	52
	ITALY	23
	NETHERLANDS	53
	RUSSIA	28
	UK	332
	USA	35



AT **ILMC**

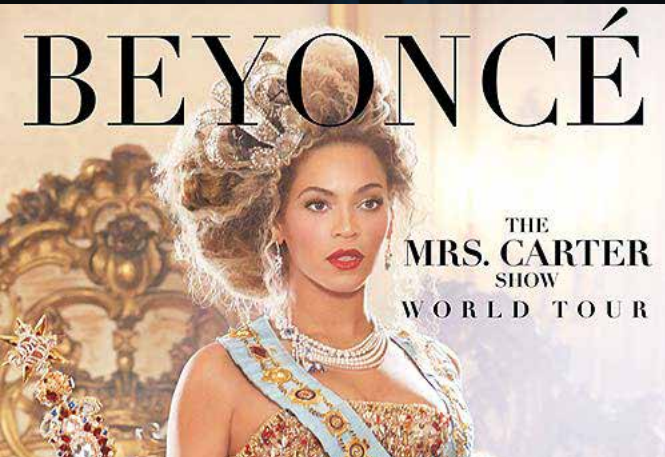




PLATEA IN THE UK

This year **PLATEA** is attending **ILMC**
For the first time.

Not only, this encounter will open up
Many opportunities:



Attending the ILMC, will help in:

1. Reshaping the live event environment in **Lebanon**



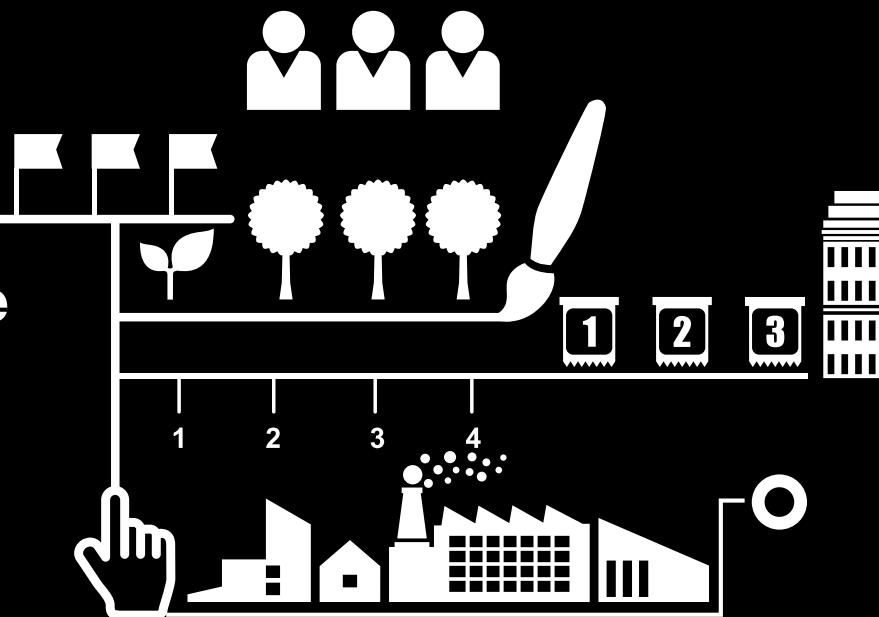


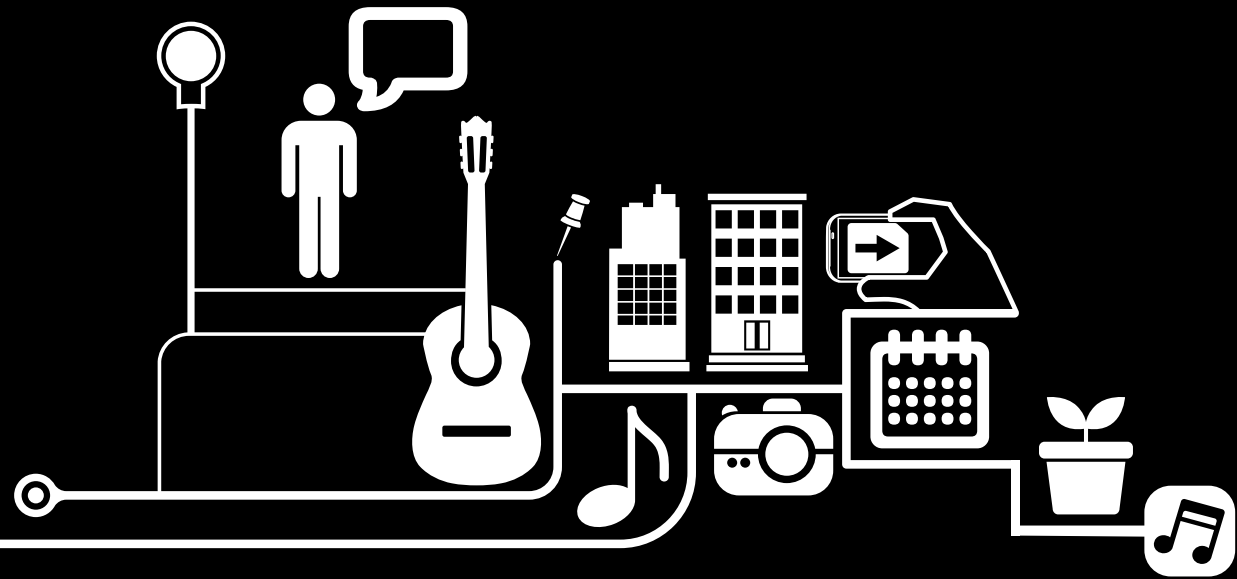
2. Live music is vitally important both culturally & economically



Benefits on the private sector:

Hiring performers
Marketing
Ticket printing and distribution
Equipment
Rent, lighting, electricity, heating
License
Staff
Insurance





Benefits on the public sector:

Increases in area popularity
Encouragement of further musical activity
Further live music events
Entertainment
Boosting tourism



PLATEA IS

The first venue to meet International (American) standards (4000 seated, 10000 standing).
Near major hotels, entertainment centers, casinos,
and 40 minutes away from the airport.



PLATEA WILL BE

Representing Lebanon
internationally and
changing its perceived
image by foreign artists

The background is an abstract composition of various 3D geometric shapes, primarily cubes and rectangular prisms, in shades of orange and red. The shapes are arranged in a complex, overlapping manner, creating a sense of depth and movement. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the three-dimensional nature of the forms. The overall color palette is warm and vibrant, ranging from bright orange to deep red.

AND MOST
IMPORTANTLY



PLATEA WILL BE
Putting **lebanon** on the regional map and worldwide



An aerial photograph of a coastal city, likely Beirut, Lebanon. The image shows a dense urban area with numerous high-rise buildings and a large marina filled with boats. In the foreground, there is a large, curved breakwater or pier extending into the water. The text "WHY NOT LEBANON?" is overlaid in the center of the image.

WHY NOT LEBANON?



LEBANON IS CAPABLE OF

Offering potential touristic attractions through its diverse qualities

Having its share of the entertainment market

Welcoming guests to its lively cultural community

&

Hosting entertainment events with international FIRST CLASS ARTISTS





&



PLATEA AND LEBANON WILL BE PRESENT IN THE CONFERENCE:

1. In the form of tent cards on conference tables





PLATEA AND LEBANON WILL BE PRESENT IN THE CONFERENCE:

2. In the Conference guide distributed to all attendees





platea

YOUR GATEWAY
TO LEBANON

THE **FIRST** VENUE **IN LEBANON** TO
MEET **INTERNATIONAL** STANDARDS

EMAIL ELICCIO@PLATEAONLINE.COM CELLPHONE +961 (3) 459 732 WWW.PLATEAONLINE.COM

CLOSE UP ON AD



3. Platea is also throwing a competition, in order to collect an important database of all agents and bookers' contacts.

The image shows a promotional banner for Platea on the left and an iPad mini advertisement on the right. The banner features the Platea logo at the top, a night photograph of a modern building with a green, illuminated facade, and the text "YOUR GATEWAY TO LEBANON" in a red box. Below this, it says "THE FIRST VENUE IN LEBANON TO MEET INTERNATIONAL STANDARDS" and provides contact information at the bottom. The iPad mini advertisement on the right has a white background with the text "Log on to the hotel internet for a chance to win an iPad mini!" at the top, an image of two iPad mini devices in the center, and the "iPad mini" logo to the right.

THANK YOU

