



Press information Red Alert promotion 11 August 21: 00-23: 55 hours

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press release

On Tuesday 11 August, the technical suppliers of the events sector show that it is five to twelve. Various buildings in the Netherlands will be lit bright red, of course their own buildings, but also various town halls and other government buildings. The sector has come to a complete standstill since the start of the corona crisis, for almost 5 months now. That means no turnover and all costs. Despite the government's support measures, a large number of companies are now on the verge of collapse.

In order to draw attention to this situation in a public-friendly manner, the buildings will be lit red from 9 p.m. and literally 'five to twelve' the plug is pulled out again. Together with all other efforts, the goal is to get the support packages for the sector extended until we can get back to work without restrictive 1.5mtr measures. Without this commitment, a large part of the companies will go bankrupt and employees will end up on the street. Politicians need to wake up and understand that if nothing happens, the entire events sector is in danger of disappearing.

We invite every supplier in the sector to at least highlight their own building, but also to look around at an iconic (government) building that can be colored red. As of today the counter is at ± 250 buildings spread across the Netherlands and that number is growing very quickly.



The theaters, pop halls and event locations are also asked to color their own location red on 11 August.

The campaign originated in England and is supported there by Plasa.org and various international manufacturers and producers. The music industry and various artists are now also joining.

The promotion uses the following hashtags in the Netherlands

#wijmakenevents #wemakeevents and #redalert

<https://www.facebook.com/Wij-Maken-events>

For the international action: www.plasa.org/we-make-events/

You can register for participation via: bit.ly/red-alert-11augustus

and the participants can be seen at: bit.ly/red-alert-deelnemers and on a map via bit.ly/kaartRA

communication outlines

In order to keep communication about the campaign coherent and unambiguous, we like to formulate the main outlines of the objectives and the background of the campaign.

- The events sector has come to a complete standstill since mid-March. On average, our members (VTTE) indicate that there is a decrease in turnover of $\pm 85\%$.
- In addition to theaters, (pop) halls, event locations, organizers and producers, the sector consists of approximately 700 specialized companies with a high-quality package of technical rental items for the event and cultural sector (light, sound, video, power infrastructure, etc.)
- The sector employs approximately 100,000 people, often in specialized, industry-specific positions.
- Now, almost five months later, there is still no prospect for the sector.
- 1.5 mtr solutions are safe but certainly not profitable.
- The broadening of the measures does not lead to permission in every security region to organize activities within the rules.



- Almost 100% of the companies indicate that they cannot survive without support measures
- The sector consists largely of healthy companies that have been able to survive without turnover for 5 months now.
- The ceiling in the TVL does not give larger companies the support they need
- The talks with the Ministry of Economic Affairs, conducted by the Alliantie van Evenementenbouwers, VVEM and Kunsten '92 have not yet led to commitments that provide perspective for the sector.
- Most companies build up substantial debt and / or arrears to survive, with repayment being jeopardized due to lack of perspective.
- Personnel for whom redundancies have now been requested will end up in sectors they may not want to leave after the crisis. An exodus threatens together with a great loss of knowledge.
- Programs no longer have the opportunity to offer practical experiences.
- The poorly functioning SBI code system means that we do not have an unambiguous view of the size of the sector. Moreover, it means that some of the aid measures end up in the wrong place or are not paid out to directly affected companies in the sector.



objective Red Alert action

Many of the above points cannot be resolved immediately. But the most important one is and that is **a continuation of the current NOW, TOZO and TVL 2.0 without a ceiling in the regulation until the moment when working and production is possible again without restrictive measures. Only in this way can a healthy sector remain independent and the economic as well as intellectual damage will be limited.**

partners

Red Alert is an initiative of Plasa, taken over by VTTE in the Netherlands. We work together with, among others:

VVEM Vereniging van Evenementenmaker

Alliantie van Evenementenbouwers

Kunsten '92

VVFE Vereniging voor Freelance Eventprofessionals

VSCD Vereniging Schouwburg en Concertzaal Directies

VPT Vereniging voor Podiumtechnologie

communication lines Red Alert

Of course, informing the local press lies primarily with the participants. They are the best contact for the press and have the greatest involvement in the regional situation. We have two spokespersons available for national communication:

Gert-Jan Gomes, gj.gomes@vtte.nl 06 50 60 09 42

Ronald Tebra, r.tebra@vtte.nl 06 54 727 949

Please send requests for interviews directly to communicatie@vtte.nl or 0654 727 949

Please send all other communication about the promotion via redalert@vtte.nl

On the day of August 11, board members will be present at as many locations as possible.



imagery

All the images for the promotion can be found at <https://vtte.nl/downloads/> There are the logos and headers for the (online) communication. There is also a Facebook video timeline clip and a Facebook story clip.

reporting

We would love to see local footage of the promotion on our Facebook page and on the social media pages of the participating companies. Please use the hashtags #wijmakeevents #wemakeevents and #redalert

In addition, it is nice to get images directly in high res. Please send them to communicatie@vtte.nl On Tuesday evening, a selection will be made available to the national press. In addition, we will show as much footage as possible on the VTTE website.

