

**Press Release**

October 2018

## Dr Hendrik Müller appointed Director Marketing Communication for Musikmesse and Prolight + Sound

Johannes Weber  
Tel. +49 69 7575-6866  
johannes.weber@messefrankfurt.com  
www.messefrankfurt.com  
www.musikmesse.com  
www.prolight-sound.com

Dr Hendrik Müller (37) has been appointed Director of the Marketing Communication Department of Musikmesse and Prolight + Sound with effect from 1 October 2018. Accordingly, he is now responsible for the strategic conception, development and implementation of all marketing and communication measures relating to the company's worldwide activities for the Entertainment, Media & Creative Industries Business Unit of Messe Frankfurt. He reports to Michael Biwer, Group Show Director, Entertainment, Media & Creative Industries.

After holding various positions in the entertainment and culture business, Hendrik Müller was most recently Head of Marketing and Sales for the Orchestras and Choir of Germany's Bayerischer Rundfunk broadcasting station. He studied music (guitar) and economics and business administration in Frankfurt, Reutlingen and Brisbane (Australia).

Müller succeeds Christopher Sparkes who has assumed new responsibilities outside the Messe Frankfurt Group of Companies.

The next Musikmesse and Prolight + Sound will be held in Frankfurt am Main from 2 to 5 April 2019.

**Further information:**

[www.musikmesse.com](http://www.musikmesse.com)  
[www.prolight-sound.com](http://www.prolight-sound.com)

**On the internet:**

facebook.com/musikmesse | facebook.com/prolightsoundfrankfurt  
twitter.com/musikmesse | twitter.com/pls\_frankfurt  
instagram.com/musikmesse | instagram.com/pls\_frankfurt  
youtube.com/musikmesse | youtube.com/plsfrankfurt

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

percent) and the State of Hesse (40 percent). For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

Musikmesse  
Europas größte Fachmesse der  
Musikindustrie  
Frankfurt am Main, 2. bis 5. April 2019

Prolight + Sound  
The Global Entertainment Technology  
Show  
Frankfurt am Main, 2. bis 5. April 2019