

PRESS RELEASE

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LiveCom Alliance presents European Industry Survey 2025

Internationalisation emerges as a key growth driver in live communication

How ready is the European live communication industry to scale across borders? The European Industry Survey 2025 by LiveCom Alliance reveals insights into international growth, challenges, and capabilities.

The 2025 edition of the European Industry Survey – conducted by the German R.I.F.E.L. Institute – focuses on internationalisation as both a strategic opportunity and a challenge for the European live communication industry.

Organisers, agencies, and suppliers from seven European countries participated in the survey. The data shows that 57% of these companies are already internationally active, and out of that group 61% operate even beyond Europe, including in the Middle East, Asia, and North America.

Agencies with international operations recognise its strategic relevance, rating its importance at 3.5 out of 5, while those without an international scope rate it significantly lower at 2.7.

Strategic benefits and innovation

The survey shows that revenue growth, access to new clients, and risk diversification are the primary motivations for going international. Additional strategic advantages include the ability to collaborate with skilled global partners and to scale successful event formats across markets.

Levels of international business involvement

The survey identifies five distinct levels of international engagement:

- Export (40%) – delivering products or services without a local presence
- Joint ventures (28.6%) – collaboration with foreign partners
- Global engagement (15.6%) – strategic operations with global reach and local adaptation
- Subsidiaries (11.7%) – establishing owned offices abroad
- Licensing/franchising (3.9%) – brand or format-based expansion through partners

Financial impact

In terms of business impact, the figures are compelling. On average, 24% of the revenue of internationally active companies comes from outside Europe. These companies also anticipate stronger growth in client budgets for live communication than companies operating only domestically. It shows that internationalisation not only builds resilience — it drives financial performance.

Challenges to overcome

However, the path to international growth is not without obstacles. The most frequently cited challenges include:

- High setup costs
- Regulatory and legal barriers
- Cultural differences

These issues are echoed by both companies already operating abroad and those considering the move. Despite its appeal, internationalisation demands serious investment and strategic planning.

Soft skills and smart tech are key drivers

According to the research data, two capabilities stand out: intercultural competence among staff and strong local and international partnerships. Technology – including AI, digital platforms, and cloud-based tools – is also becoming increasingly crucial for enabling global operations across time zones and regions.

Towards a more connected European industry

The European Industry Survey makes clear that while the ambition for international growth is widespread, much of its potential remains untapped. Across the European live communication sector, agencies are eager to expand—but face gaps in knowledge, infrastructure, and support.

Need for peer-to-peer learning

LiveCom Alliance Founder and Managing Director Maarten Schram: 'To move forward, the industry must invest in legal and operational expertise, build stronger cultural and strategic capabilities, and actively share knowledge and best practices across borders. It shows the need for more peer-to-peer learning and cross-border collaboration. As the European platform for peer collaboration, LCA is committed to driving exchange, connection, and learning across its member network—helping agencies turn ambition into impact, and empowering the sector to grow stronger together.'

About the LiveCom Alliance European Industry Survey 2025

The fourth edition of the *European Industry Survey* was conducted by the renowned German R.I.F.E.L. Institute. The data was collected across multiple European markets to ensure a broad industry perspective. This year's edition marks a shift in approach: for the first time, the research focused on a single strategic theme and was open to all agencies across Europe.

About LiveCom Alliance


Established in 2016, LiveCom Alliance is the independent European institute for live communication. LCA connects national boards of associations representing the live communication and events sector. With a mission to connect, learn, and inspire, LCA serves nine national organisations and influences more than 1,000 leading agencies and companies across Europe.

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