

Sennheiser Alumni Spread the Word at LIPA

Liverpool, 14th May 2014 – Sennheiser UK's close relationship with the Liverpool Institute of Performing Arts (LIPA) has brought many benefits to students over the past 18 years. On 1st May, five former LIPA students who were lucky enough to be awarded a Sennheiser Scholarship returned to inspire a new generation.

The day was packed with current LIPA students keen to learn more about the longstanding partnership between Sennheiser electronic GmbH & Co. KG and the Institute. It was a great opportunity for the five alumni to talk about what the Sennheiser Scholarship meant to them, how it helped them to advance their careers and to illustrate to today's students on how the relationship between LIPA and Sennheiser electronic GmbH & Co. KG can have a very positive impact on their studies.

"LIPA provides comprehensive training for anyone wanting to do sound as a career, while Sennheiser's willingness to share their knowledge, extensive contacts and



Students at the Liverpool Institute of Performing Arts

financial support makes it a genuine recipe for success," says Sennheiser Scholarship alumna Gemma Nicholson. "It meant I was able to focus on doing the work experience I needed that led to a full-time job and my current career path."

Eight channels of Digital 9000 series wireless mics, using five belt packs with MKE 2 lavalier mics and three handhelds, were used in the session where the former students related their experiences. This was complemented by a live SKYPE call with alumna Alyssa Bonagera, currently working in Nashville, which also demonstrated the advantages of Sennheiser's new TeamConnect all-in-one audio conferencing system. Further demonstrations for the current LIPA students included a Digital 9000 series wireless masterclass with Sennheiser's Andy Lillywhite, showing the

differences between analogue and digital radio microphones, as well as a seminar on best practise and calibration for Neumann studio monitors with Nick Pemberton.

Key Sennheiser staff was present at the day, including President of Global Sales Paul Whiting, Sennheiser UK General Manager Phil Massey and Marketing Project Manager Phil Cummings. "This is a very proud moment for me personally," says Paul Whiting. "I was involved in the initial discussions about this great partnership 18 years ago. We have been passionate about our involvement with LIPA and the calibre of students we have supported, some of whom have worked for, or work for Sennheiser today. It's with great pleasure we welcome back some of our alumni to discuss their time with Sennheiser and LIPA."



Jon Thornton, Phil Massey and Sennheiser alumni

Phil Massey, General Manager of Sennheiser UK puts it this way: "It's imperative to Sennheiser that we support the talent of the future. The selection is always a very tough decision for us, with the high calibre of students that LIPA attracts. It was great to see so many familiar faces

at this event, sharing their successes and career paths with the students."

"This long-term collaboration is an important milestone in our continuous pursuit of perfection by helping young up-and-coming students and promote the music and sound culture," says Daniel Sennheiser, CEO of Sennheiser electronic GmbH & Co. KG.

"We were fascinated right from the start by the idea of an institute that trains young artists and their technical counterparts under one roof. And we have supported that idea ever since the foundation of LIPA by giving lectures and providing scholarships for students studying for the Sound Technology BA Degree. Sennheiser also presents Student Achievement Awards every year in recognition of special personal achievements by students. And, of course, the students are able to

work with the latest Sennheiser and Neumann products, for example with our wireless microphone systems and studio microphones,” adds Daniel Sennheiser.

Each year’s Sennheiser Scholarship is open to all first-year students studying on the BA (Hons) Sound Technology course at LIPA. Initial applications are made to Jon Thornton, Head of Sound Technology. As part of the process, each applicant has to supply a piece of their own work and participate in a group task, after which the shortlisted students go through a one-on-one interview as the final selection process.

Captions:

01: Students at the Liverpool Institute of Performing Arts

02: Jon Thornton, Phil Massey and Sennheiser alumni

About Sennheiser

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world’s leading manufacturers of microphones, headphones and wireless transmission systems. In 2012 the family company, which was founded in 1945, achieved a turnover of around 584 million euros. Sennheiser employs more than 2,300 people worldwide, and has manufacturing plants in Germany, Ireland and the USA. The company is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Switzerland and Liechtenstein, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Australia and New Zealand, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones and monitor loudspeakers), and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find all the latest information on Sennheiser by visiting our website at www.sennheiser.com

Sennheiser electronic GmbH & Co. KG
Edelgard Marquardt
Global Corporate Public Relations Manager
Tel. +49 (5130) 600 - 329
E-Mail: edelgard.marquardt@sennheiser.com