



VISUAL EVENT MANAGEMENT

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MANAGEMENT COMMUNICATION CREATIVITY





VISUAL EVENT MANAGEMENT

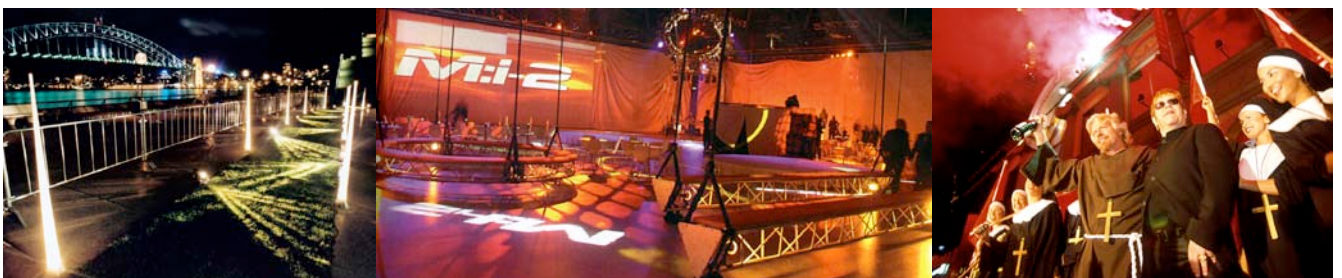
**Established in 1988, Visual Event Management has developed a fine-tuned and successful synergy between innovative technical solutions and solid theatrical design, resulting in new dimensions in detailed event production.**

● **VISUAL EVENT MANAGEMENT**

VEM is proud of its strong client focus and long-term relationships.

Our aim is to work with our clients, embracing their marketing and communication strategies to produce events that convey their key messages and values in a diverse and impactful manner.

Attention to detail and quality of work, paired with years of industry experience, make us the perfect choice to partner with to produce outstanding events.





VISUAL EVENT MANAGEMENT



## ● CAPABILITIES

### PROJECT MANAGEMENT

- Large scale logistics
- Street closures & police liaison
- Crowd control & security
- Risk management
- Talent coordination
- Language translation
- Freight & shipping

### EVENT MANAGEMENT

- Invitation database management
- RSVP management
- Menu design and creation
- Catering management
- Venue sourcing
- Element sourcing
- Critical time lines
- Run sheets
- Contractor management

### MEDIA REQUIREMENTS

- Press conference set-up
- Outside broadcasts
- Satellite & microwave linking
- Webcasting
- Television lighting
- Media kits (design & generation)
- Video news releases

### FINANCIAL CONTROL

- Budgets
- Scope of works
- Quantity estimation

### DESIGN & CREATION

- Environment Design
- Project design
- Venue design / theming
- Choreography
- Stage design
- Lighting design
- Script development
- Voice over scripting
- Talent casting

### TECHNICAL & CONFERENCE SUPPORT

- Technical and production management
- Speaker support
- Staging
- 3D computer aided drawings
- Audio design -
- Audio-visual
- Web/lan/computer
- Production scheduling
- Outside broadcasting and webcasting

### PRESENTATION

- Graphics
- Invitation design
- Corporate and marketing videos
- PowerPoint, html, Flash presentations
- Website creation
- Director presentations
- Large format printing
- Conference collateral and handouts



VISUAL EVENT MANAGEMENT

EVENT PRODUCTION

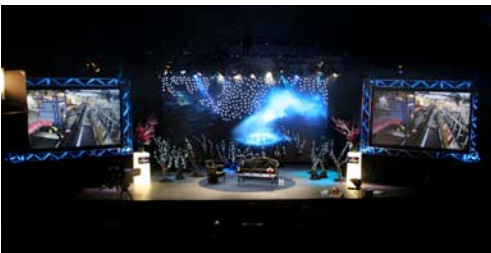
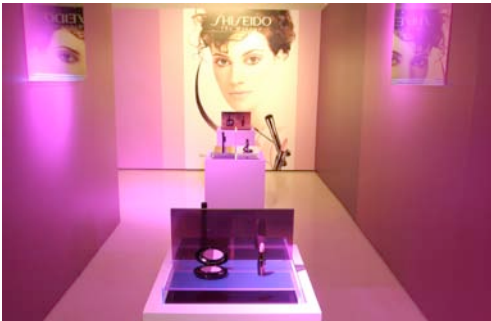




VISUAL EVENT MANAGEMENT

We can assist you, not just on an organisational level, but also on a strategic level. By creating the concept, design and content of your event under one roof, we ensure continuity, integrity and consistency throughout every element.

● **DESIGN & TECHNICAL**



## DESIGN

Our production designers work through every nuance of an event, ensuring integrity and consistency of message, from the guests very first point of contact.

Our designers work closely with our clients to define the focus and direction of each event. Then, after considering the demographic and psychology of the guests and other influences, our team works to create a unique and inspiring event structure.

This structure will take the guests on a journey from the moment they arrive; and guarantees they depart with the desired message.

Once the flow of the event is defined, our designers set about creating the environment. They consider the sensory impact of each element; and tailor elements and finishes to the nature and duration of each event.

## TECHNICAL

VEM has a solid technical production base.

Our technical directors are constantly researching the latest technology. They are often called on to advise and oversee large installations ranging from bank dealing rooms to theme parks.

Our in-house technicians work closely with the design and logistics team on each event from concept to creation.

Their involvement at every stage guarantees the ideal solution is created every time.



VISUAL EVENT MANAGEMENT

We supply total event management down to the last detail. Our services also include event logistics, risk management, issue identification and public safety, to ensure your event runs without incident.

To guarantee you are always presented in your best light, we'll also manage the venue, freight, transport, set design and production, speaker and presentation services.

## ● LOGISTICS & PRESENTATIONS



### LOGISTICS

VEM has a long reputation for managing large-scale, logistical events and our public safety provisions are second to none.

Our in-house team of production managers generate detailed risk assessment packages and our thorough traffic and crowd control planning has earned us a close working relationship with police and council bodies throughout Australia.

By encouraging clients to work with us in the planning stage of the event, we can ensure the theme is integrated into every aspect, and is consistent with the strategic direction of the company and it's objectives.

### PRESENTATION SERVICES

VEM's graphics department works alongside the production team to generate all print requirements for an event; from banners to conference collateral and brochures.

The team also creates customised backdrops and stage sets as well as on-screen presentations.

VEM has in-house editing facilities and we design, script and create promotional videos, video highlight packages and video news releases (VNR).

We also provide speaker training and script writing services, to ensure that our clients are always showcased at their best.



VISUAL EVENT MANAGEMENT

● **KEY CONTACTS**



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VISUAL EVENT MANAGEMENT

CASE STUDIES





VISUAL EVENT MANAGEMENT

● **CLIENT LIST**

Australian Consolidated Press  
Australian International Movie Convention  
Buena Vista International  
Castlemaine Perkins  
CSR  
David Jones  
DHL  
Disney  
Greater Union  
GUCCI  
Heineken  
Hopscotch Films  
Hoyts Cinemas  
Lion Nathan  
Microsoft  
Nokia  
Optus  
Pacific Publications  
Paramount Home Entertainment  
Paramount Pictures  
Petsec Energy  
Rinker  
Roadshow Films  
Shiseido  
Sony  
Telstra  
TV1  
Twentieth Century Fox Films  
Universal Films  
Universal Music  
Universal Video  
UIP International  
Virgin Blue  
Virgin Megastore  
Virgin Mobile  
World Wildlife Fund for Nature  
World Wrestling Entertainment

## CASE STUDY – SPECIAL EVENT

Sydney, 24<sup>th</sup> September 2010

### BRIEF:

Roadshow Films wished to host a AAA Film Premiere event for the new Australian computer animated film “The Legend of the Guardians: The Owls of Ga’Hoole”.

It was to be an invitation event with an exhibit style experience for 1000 guests and media on the evening of 24<sup>th</sup> September 2010 at Hoyts Cinema, EQ Sydney.

The event had to take guests on a journey to explore the film’s inspirations, development, environments, characters and themes and to allow unique access for TV, radio and print media to the voice talents and scenes.

### ● LEGEND OF THE GUARDIANS AUSTRALIAN FILM PREMIERE



VISUAL EVENT MANAGEMENT

SPECIAL EVENT DESIGN, PRODUCTION



Visual Event Management (VEM) was proud to be chosen by Roadshow Films to design and produce this prestigious event.

We designed the environment and journey to comprise 6 parts:

1. The entrance as a live forest walkway, with vignettes referring to the scenes to come,
2. The media wall as a living vertical greenery wall, with subtle Title Treatment branding and Stage 1 showing the Tree background, highlighting the living environment of the Guardians and showing the inspirations of the film’s designers, including a large waterfall,
3. Stage 2, the darker environment of The Beaks, evoking the evil atmosphere of the villains,
4. Stage 3, showcasing the magnificent animation of concepts of the Storm flying scene and the development of the characters of the film’s heroes,
5. Stage 4, the environment within the Guardian’s Tree, using living trees and panoramic footage from the film to provide a feeling of life within the Tree,
6. The walkway to the cinemas, using lighting and sound effects to maintain the mood of the experience right into the cinemas themselves.

The complexity and richness of the film was maintained throughout the experience, by using backdrops, live scenery and moving effects, TV monitors and video projectors showing completed scenes, inspiration footage, character and animation development and scenes showing the animators craft in developing scenes and adding effects, movement, image overlay and final compositing.

Character cutouts, signage, matched floor coverings and final theming touches, together with a final overlay of lighting, soundscapes and video effects produced an environment in which the media and guests alike were transported into the world of Ga’Hoole.

Media were provided access to many of the voice talents, including Geoffrey Rush and David Wenham, prior to the guests arriving for the 3D screenings in 3 cinemas.



VISUAL EVENT MANAGEMENT

PROJECT MANAGEMENT

## CASE STUDY – SPECIAL EVENT

Sydney, 13th December 2002

### BRIEF:

To provide a memorable event for Bon Jovi and Universal Music to raise awareness for the new album 'Bounce' and to rock Sydney.

### ● BON JOVI OPEN AIR CONCERT



When American band, Bon Jovi decided to rock Sydney Harbour with a free concert event, Universal Music knew that Visual Event Management (VEM) were the company to turn to. In true acoustic style, Bon Jovi played a 45-minute set to over 15,000 adoring fans and passers by on Friday 13th December at Cockle Bay.

Turning Cockle Bay into a temporary rock stadium for the 45-minute event, VEM sourced a barge suited to the band with a massive 46 square metre super screen as a backdrop against the Sydney Skyline. Media, VIP and general public viewing pits were constructed from over 400 metres of barrier to contain the crowds safely.



After securing XBOX as a major sponsor for the event, VEM coordinated screen entertainment from midday until Bon Jovi took to the stage at 4pm. This included XBOX play-offs for the crowd to win one of five XBOX units personally signed by the band.

VEM were a one stop shop for Universal, and were able to provide security; crowd control and barriers; council and government permits; public liability insurance; and a sound system up to the band's understandably high standard.

Bon Jovi arrived into Cockle Bay on a luxury cruiser with lucky 2Day FM Radio competition winners and were then transferred to the stage via three speedboats. With a loud roar from the audience the band played some of their most famous hits as well as their recent releases.



VEM ensured that every safety element was looked after including the presence of St. Johns Ambulance and Surf Lifesavers in the water for the duration of the event. Even with three enthusiastic fans taking to the water in an attempt to swim to the barge, the event ran smoothly with the band and fans all thrilled they had been part of a truly unique performance.





VISUAL EVENT MANAGEMENT

## DESIGN, EXHIBITION & CONFERENCE



## CASE STUDY – CONFERENCE

Gold Coast Australia, 27<sup>th</sup> October 2003

### BRIEF:

To design and produce a landmark showcase and fashion event, to showcase Nokia's upcoming range of fashion, business and lifestyle handsets, in conjunction with a technical and information conference for over 300 guests from 13 Asia-pacific regions.

The guests were to receive up-to-date information and to also be treated to a lifestyle R&R event.

### ● DESTINATION NOKIA CONFERENCE & SHOWCASE 2003

VEM were appointed by Nokia to design and manage all aspects of a launch to showcase Nokia's upcoming phones and technologies in October 2003.

Guests consisted of both trade and media from the telecommunications industry. They joined us on Australia's Gold Coast from 13 countries throughout the Asian region.

VEM managed transfers, accommodation, gifts, meals, hosts, lighting, audio visual requirements and R&R activities, as well as the launch events, showcases, workshops and evening events to ensure a seamless integration of all event themes and messages.

After arriving in sunny Queensland, guests were invited to join Nokia at the "High Courts of Fashion" for the launch of Nokia's latest fashion phone. The event was set on the tennis courts at the Royal Pines Resort. With it's sunken floor and sail like roof the tennis courts were the perfect venue to create a sense of grandeur and occasion. False walls pivoted to reveal themed areas. Each area was designed to encapsulate the mood of one of the range of covers available for the phone. An environment was created for each section that allowed guests to interact with the phone via models trained in the product features and styled to suit their area.

The next day guests were invited into a custom designed environment set in the grand ballroom. A video presentation on the upcoming products was shown on three large screens that were worked into the setting, before being invited to experience the product range hands on. The client brief was to create an environment that did not feel like an event but a high-end boutique. We created curved and fluted walls from 20kms worth of 150mm dia PVC water pipe. The pipe was finished in pearled white car duco and shelving was cut into various sections of pipe and internally lit to house the products and accessories.

That night guests got to unwind with a "classic Aussie BBQ" hosted by Big Brother's Mike Goldman. They enjoyed an action packed evening with activities that ranged from percussion performances and ice luge races to a thong flicking competition, darts tournament and, of course, Karaoke.

The following day the guests had their choice of R&R activities, from kayaking with dolphins and ballooning, to exploring the local waterways on a tall ship or making the most of the shopping opportunities available in the area.



VISUAL EVENT MANAGEMENT

DESIGN, PRODUCTION & LOGISTICS

## CASE STUDY – PRODUCT LAUNCH

Sydney, 9<sup>th</sup> May 2003

### BRIEF:

DHL invited 300 key customers to celebrate the launching of the new DHL Corporate Identity worldwide and to announce DHL's three-year commitment to sponsoring Surf Lifesaving in Australia.

VEM's brief was to co-ordinate and launch this message to the Oceania region with a high energy, elegant customer event, at the proposed new Oceania Hub site at Mascot Airport.

### ● DHL REBRAND LAUNCH EVENT



Taking place at the former Express domestic terminal, the tarmac of Sydney Airport was transformed into a spectacular party space. A 40-metre marquee was positioned on the vacant car park on the space that is to become the new logistics handling terminal for DHL worldwide.

Valet parking attendants greeted guests upon arrival, and as they departed their vehicles, DHL's new corporate colours of red and yellow led them inside the venue. Inside, Chinese lanterns hanging from the roof of the marquee distinguished the pre-dinner drinks area from the more formal dining area. Canapés included Seared Teriyaki Tuna with Wasabi Drizzle, Melted Goats Cheese & Caramelised Onion Tarts and Inside-Out Sushi Rolls. Yellow wax ball candles glowed on each of the red clothed tables and enhanced the new DHL corporate colours.

Once guests were seated, they were served a five star menu that included Layered King Prawns & Avocado Stack and Eye Fillet of Beef Medallion with mixed Potato Gratin, Caramelised Red Onion Jam, and Basil & Madeira Jus. As the main course concluded, the room erupted into activity as red and yellow lights cruised the space and an upbeat rendition of Hawaii Five-O filled the room. A red velvet drape, acting as the back wall for the presentation stage, split to reveal a twelve-piece band onstage wearing dinner suits and bold red & yellow surf lifesaving caps. As the audience absorbed the quirky image of the band, the two brightly lit DHL vans, parked inside the venue, burst open to reveal Australian Surf Lifesavers. Guests were greeted table-by-table, receiving Surf Life Saving Australia lip-gloss as our lifesavers made their way in traditional formation across the dance floor.

DHL is the proud sponsor of Surf Lifesaving Australia for the next 3 years and to further promote this great sponsorship, VEM organised a large inflatable surf lifesaving cap to be positioned on top of a DHL branded Boeing 747, just outside the venue. Guests were amazed at the sight of the cap and continued throughout the night to enjoy the scene.

VEM worked closely with DHL and Sydney Airport to synchronise the logistics involved in erecting the inflatable surf lifesaving cap safely and effectively. The complete assembly of the cap on top of the DHL Boeing 747 took less than 45 minutes.



VISUAL EVENT MANAGEMENT

PROJECT MANAGEMENT

## CASE STUDY – SPECIAL EVENT

Sydney, September 2000

### BRIEF:

A project to build the Dutch hospitality venue for the Olympic Games in Sydney, October 2000.

VEM was requested to assist with the planning, pre-organisation, technical design, logistics, setup, de-rig, signage, dressing and management of all technical aspects of the project.

### ● HOLLAND HEINEKEN HOUSE – OLYMPIC GAMES



Holland Heineken House was managed remotely with the client in Holland, and the Dutch contingency arrived only 2 weeks before the event.

The Telecommunications suite included:

- 54 phone/fax lines and 13 ISDN Lines.
- 2 x television studios.
- 2 x live radio broadcasts daily.
- 3 x live webcam transmissions.

VEM designed and managed all the logistical and technical equipment including staging, lighting and audio for the beer garden and main room, 42 televisions and 6 live and pre-recorded TV system sources.

3,000 guests at one time / 10,000 per day, filled the 2 storey marquee, the largest ever erected in Australia.



VISUAL EVENT MANAGEMENT

PRODUCTION & LOGISTICS

## CASE STUDY – SPECIAL EVENT

Shanghai China, September 24<sup>th</sup> 2004

### BRIEF:

To provide logistics support for DHL for 120 guests in Shanghai for the F1 GP. The brief was to provide:

Meet and greet facilities, guides and signage at each airport (for local and international guests), transfers to and from airports, hotels and racetrack, with luggage management and handling, Shanghai tours and evening dining experiences for guests before and during the races, venue management, printing and signage support, including welcome letters, programs and daily program updates.

### ● FORMULA ONE, SHANGHAI LOGISTICS



Initial indications showed that our major initiatives would be in managing the areas of:

Quality and awareness in vehicle cleanliness,

Scheduling of transfers due to traffic issues,

Communication and comprehension of Chinese speakers with second language English speakers,

Experience in understanding western requirements (water, guides and commentary),

First time chaos at the F1 parking station and overcoming how the new systems would work,

Taxi and transfer driving skills and knowledge of Shanghai roads and detours,

Issues arising from the wrong airport destinations (local vs international), and the sense of urgency shown by many of the suppliers for the event.

There are two airports in Shanghai, Pudong (International) is 1 hour in one direction and the other Hongqiao (domestic) is ½ hour in the other direction from the city centre. Both of these times blow out by 50% under peak traffic conditions during the race event. So a fleet of cars and careful management was required to get guests to and from airports and hotels on precise timing.

Our greeting staff at the airport had to concentrate and get front line positions in the crowd around each exit gate with high signage to rise above the crowd.

Buses and cars were constantly checked for cleanliness, litter, dirty windows and so on.

Our guests stayed in the JC Mandarin, where we supervised room drops, welcome letters, gifts, dietary requirements, the immediacy of guests requests, room service and so on. A separate checkin area in the hotel foyer was organised, to speed up the checkin and checkout experience for the guests.

Printing and destination signage support, included welcome letters, programs and daily program updates, bus signage, hotel and restaurant signage.

For our extra-curricular dinners, we chose a local Chinese restaurant for a Friday evening welcome, including a beer garden pre-dinner drink and then a formal dinner on Saturday night at the Laris Restaurant at 3 on the Bund, with a number of local flavour acts.



VISUAL EVENT MANAGEMENT

## SPECIAL EVENT DESIGN



## CASE STUDY – SPECIAL EVENT

Sydney, 4th April 2005

### BRIEF:

To organise the World Film Premiere for *The Interpreter*, with Sydney playing host to two of its favourite icons – the Sydney Opera House and the film's Australian star Nicole Kidman.

With only 2 weeks lead time, VEM worked closely with the Sydney Opera House, the Premier's office and United International Pictures (UIP) to coordinate the first World Film Premiere to be hosted within this iconic building.

### ● THE INTERPRETER WORLD FILM PREMIERE

Fans lined the red carpet to catch a glimpse of “our Nicole” as well as other local and international celebrities including Sir Richard Branson, Antonia Kidman, Bob Carr, Bryan Brown, Jocelyn Moorhouse, Joel Edgerton, Lady Sonja McMahon and Jack Thompson.

Described as the “Party of the Week” with the 100m red carpet “snaking sexily all the way up the front steps” (Sun Herald, April 10, 2005), the red carpet was edged with flag poles, each 6m high, the international flags evoking the feel of the United Nations building, highlighting this film as being the first ever to be allowed to shoot inside this influential building.

Gold bollards and red ropes were placed along the centre of the 4m wide carpet to complete the look and make possible for all 1200 invited guests to enter the Sydney Opera House in style as well as assist our star in conducting interviews with the media along the red carpet.

Around 120 media attended the event with representation from local and international sources with VEM hands-on in assisting UIP with media registration, placement and management during the event. In all, the major event comprised the screening of the film, 2 independent cocktail parties for VIPs and invited guests and the red-carpet event on the steps of the Opera House.

Guests heading to the Northern Foyer were in for a treat as they found themselves sipping on a selection of beverages that were customized to the variety of canapés on offer. Evenly spread throughout the two levels; all enjoying the bubbly, local red and white wine and hearty hand held canapés which were served elegantly from paper cones.

Underlying themes and images from the film, treated in a sepia tone were displayed throughout the space. Elegant lighting highlighted the exhibition as well as the magnificent floral displays erected on elegant black plinths, stylised to represent that of a New York cocktail party. The arrangements also incorporated a slight South African skew, which tied in with Nicole's character from the film. The star joined the cocktail party, mingling amongst the crowd before making her way inside the Opera Theatre to introduce the film.

Synonymous with the Australian Opera and Ballet, the Opera Theatre is designed for performance but not for cinema. VEM and technicians from the Sydney Opera House transformed the space within 2 days into a movie goer's paradise. Without a projection room, screen or surround audio system, a customized sound and digital video projection system requiring the latest Dolby surround sound was installed. Extra banks of speakers needed to be finely tuned to ensure that each of the theatre's six sound zones was perfectly served.

VEM organised all aspects of the event, from the red carpet arrivals and logistics, media registration and management, security, lighting, venue and catering management, limousine, taxi arrivals and traffic supervision, to building a Digital cinema complete with Dolby surround sound inside the Opera Theatre which would cater to a world premiere audience.



VISUAL EVENT MANAGEMENT

DESIGN, PRODUCTION & LOGISTICS

## CASE STUDY – CONFERENCE

Sydney, 26<sup>th</sup> November 2003

### BRIEF:

To produce and manage a Kia Car Dealer launch for 350 international Car Dealers. The format was to be a conference, showcase and drive-program for the delegates to experience and learn about the new range of vehicles, especially shipped in from Korea for the Launch.

### ● KIA DEALER LAUNCH



Visual Event Management (VEM) was very proud to be the organiser of this prestigious event, which literally took over Sydney for the 3 days - branded Kia banners and 2m diameter helium balloons adorned Cockle Bay, Star City and even reached as far as Ku-Ring Gai Chase National Park.

The Welcome Reception was held at SCEC, receiving the international guests on their first evening, where they viewed branded Kia yachts sailing around the harbour and their first glimpse of one of the new Kia vehicles in the foyer of the venue. A sumptuous three course meal was followed by an eclectic mix of music ranging from traditional Hand Bell players, to the Australian Children's choir, with the all singing and dancing grand finale of the Rat Pack's Back band. The evening ended with a stunning laser show and fireworks display over the harbour, concluding with the Kia logo emblazoned in fireworks.

VEM worked closely with the Star City venue for the second day of the Launch, with a conference informing the delegates about the new range of vehicles, which was followed by an impressive car reveal on stage. After a brief lunch the delegates experienced one of the brand new vehicles in more detail, with a test-drive program in the Ku Ring Gai Chase National Park. The 53 vehicles were certainly tried and tested, even though the rain poured down! VEM co-ordinated the test drive program, from the logistics of getting the vehicles there, to working alongside the National Parks Organisation, with Park Rangers on site during the day, police and RTA permissions, the signage around the course and the refreshments at the halfway change-over point.

During the final day, delegates were able to enjoy Sydney's sights during the day, followed by a Farewell Dinner Cruise on the MV Sydney 2000 around the Sydney Harbour. On the open top deck of the boat, the guests enjoyed pre-dinner drinks and canapés during which final speeches took place. The delegates all in a jovial mood were then ushered down to the 2 lower floors to enjoy the night skyline of Sydney Harbour's views and to be entertained by a roving musician, an outstanding Jazz Band and even Abba was on board, in the form of Abbalanche – complete with lycra and wigs! The guests were offered buffet style food service on board and danced the night away to the two bands. The evening and the Launch finished with a bang with the most terrific fireworks display, with the Opera House acting as a stunning backdrop – a fantastic finale for the foreign visitors and a suitable wrap to the 3 day Car Dealer Launch.

VEM produced all aspects of the 3 day Launch, from the technical, staging, entertainment and venue management, shipment and temporary registration of the foreign vehicles and the logistics.



VISUAL EVENT MANAGEMENT

DESIGN, PRODUCTION & LOGISTICS

## CASE STUDY – SPECIAL EVENT

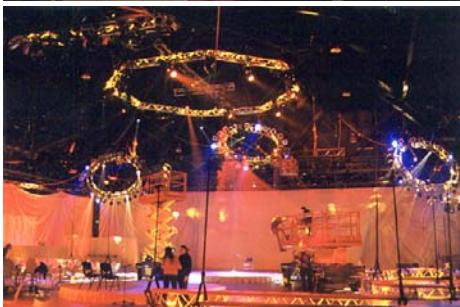
Sydney Australia, 4<sup>th</sup> April 2002

### BRIEF:

To premiere the film M:I-2 in true "Hollywood style" for National and International media and 2800 invited guests and crew.

For the first time, to have interviews on the carpet, instead of at a press session.

### MISSION IMPOSSIBLE 2 – AUSTRALIAN PREMIERE



VEM provided the concept, design and production of the first ever Australian Film Premiere to be set in true Hollywood style for 2800 guests and 120 international and local media at Sydney Fox Studios.

The premiere event included 2 red carpets, to facilitate the availability of VIPs to the media, including 4 TV Outside Broadcasts, 3 live radio OBs and numerous live news crosses.

11 Video projectors beamed the outside proceedings into the cinema screens, with a carpet host giving live commentary.

In order to accommodate the 2800 guests all 11 cinemas of the hoyts complex were used, with the afterparty being held at the Hordern Pavilion.

Afterwards at the party, panoramic projectors and a vast lighting rig, featured AV, mixed-media images and video clips from the film. The original flamenco group from the film enlivened the evening, while the music was mixed by DJ Groove Terminator.

### FEATURES OF THE EVENT:

- 9 metre high climbing wall
- 6 metre diameter swinging seating
- 2 raised 40 metre long bars
- 10 metre video screen showing panoramic images of the film and the evening
- Photo-opportunity area with motorbikes from the film.

VEM designed, produced and managed all elements, including pre-production and stage management including media, police, council, both venues, catering, security, airport and transfers, hotels and client VIPs.



VISUAL EVENT MANAGEMENT

DESIGN, MANAGEMENT & LOGISTICS

## CASE STUDY – PRODUCT LAUNCH

Sydney, February 5<sup>th</sup> 2003

### BRIEF:

To create a launch for the Nokia N-Gage gaming deck, that would appeal to the Asian media from the region as well as our Australian media.

To create two environments within the event and include a form of “initiation” for guests to gain access to the second space once the product was officially launched.

To host a one day conference on the capabilities and “difference” of the product to any existing deck.

### ● NOKIA NGAGE GAMING LAUNCH



The event had to have the “edgy, urban grunge” feel of the hardcore gamer, as this product was a foray outside Nokia’s normal product range and core competency and an event was needed that would give “street-cred” to both Nokia and the NGage. We decided to have an element of an initiation into a slightly “Underground - Club” to infiltrate the “secret” world of the hardcore gamer. The venues chosen needed to reflect these values and we also needed to incorporate a conference or seminar component to pass the knowledge and values of the NGage.

The once derelict and deserted White Bay Power Station was transformed into an edgy, cool, industrial environment for the launch of N-Gage.

Occasional furnishings were created with branded cable reels, while feature tables constructed from crushed car bodies and clear acrylic were set throughout the space.

VJ’s (video jockey’s) worked constantly, throwing graphically enhanced shots of the guests, images of gaming graphics and other kaleidoscopic imagery onto the walls and a corrugated tin screen that hung from steel pillars above.

In order for each guest gain access to the N-Gage product room, they had to complete a set of rituals. The first... Get Shot. A Russian roulette style game where our barmen were set on pivoting floors that allowed them to spin freely, within circular bars. the barmen randomly stopped in front of anyone of the waiting guests, pouring the winner a shot of lychee martini (or juice).

Following their shot, the guests received a stamp from the barman, which allowed them to redeem their N-Gage watch deeming them fully initiated in the gaming area.

A hidden passage of optical illusion was created using a maze like walkway with mirrored walls, floor and ceiling. Each surface dotted with a carefully placed grid of coloured LED lights to create an impression of infinity.

Twenty expert gamers greeted the guests and encouraged them to learn and compete against each other for the chance to win great Nokia prizes.

A red acrylic sculpture and translucent gaming graphics were suspended in mid air and heavily illuminated with lighting, defining the space and creating four main gaming zones.



VISUAL EVENT MANAGEMENT

DESIGN, EXHIBITION & LOGISTICS

## CASE STUDY – SPECIAL EVENT

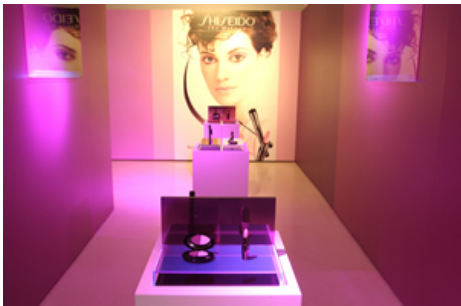
Sydney, 2<sup>nd</sup> December 2002

### BRIEF:

To design and produce a landmark showcase and fashion parade event, to showcase Shiseido's 130-year history and International success and also announce the latest 2003 autumn/winter colour collection, designed by colour and makeup creator Tom Pecheux.

The Show was to comprise a fashion segment and history showcase, with irreplaceable objects from the Shiseido museum in Japan.

### ● SHISEIDO 130<sup>TH</sup> ANNIVERSARY SHOWCASE



Also marking the 20<sup>th</sup> Anniversary of Shiseido in Australia, this unique celebratory event marked a milestone in the Company's history and was held at Customs House, Circular Quay in Sydney.

Opening night was an exciting event as guests experienced a little piece of Shiseido's philosophy and proud 130-year history. The Shiseido story was exhibited during two sessions that were scheduled to include Shiseido Staff and important Media and Celebrities.

Attendees included Chairman and Chief Executive Officer of Shiseido Japan, Mr Akira Gemma, as well as special guests from Shiseido Headquarters, Mr Tom Pecheux and Mr Isao Isejima. Celebrities included renowned Australian fashion designers Akira Isogawa and Carla Zampatti. In keeping with Shiseido's elegance and sophistication, Sharyn Ghidella from the Channel Nine's Today Show, was guest emcee for the evening.

The event comprised of 3 parts... an exhibition, showcasing the history of Shiseido as well as a series of collections from the Shiseido art Gallery in Japan, an interactive showcase of the latest colour collection, and a heavily choreographed fashion parade modeled by eleven Sydney based international models displaying the three current makeup colour palettes.

The stunning fashion parade modelled by eleven of Sydney's top models, displayed the three makeup colour palettes of Trendy, Chic and Avant-garde. Introduced by Tom Pecheux and outfitted in labels such as Chanel, Versace, and Alessandro D'Aqua, the parade incorporated innovative set design briefed to VEM for construction by Shiseido's Creative Director.

The exhibition was open free to the public for a week following the event to display the new colour cosmetic range as well as to showcase the art and history behind the Shiseido brand and philosophy.

The main focus for holding such an International exhibition in Australia was to celebrate the 20th Anniversary of Shiseido in Australia and its amazing 130-year history. Visual Event Management were honoured to have won this prestigious event.

As a parting gift, all guests were treated to an exclusive Shiseido gift bag containing a small selection from the new range.

Visual Event Management employed an independent Public Relations firm to handle guest lists and Media Accreditation. The event featured prominently in both electronic and print media with a story life of almost three months on television, in Sydney metropolitan newspapers and fashion magazines such as Harpers' Bazaar.

VEM managed all aspects of the event and worked directly with Shiseido's creative team in Japan with the assistance of interpreters.



VISUAL EVENT MANAGEMENT

CONFERENCE MANAGEMENT

## CASE STUDY – CONFERENCE

Gold Coast Australia, 4<sup>th</sup> April 2002

### BRIEF:

To organise the Universal Music conference at the Marriott hotel in Surfers Paradise.

The client brief was to unite the staff, acknowledge achievements and set targets in a creative and exciting way that allowed the opportunity for the team to let their hair down.

### ● UNIVERSAL MUSIC AUSTRALIA CONFERENCE



The conference began with an opening video. The concept was to start the conference with a bang, which included a heavy rock soundtrack, and a listing of the great achievements of the previous year.

The ballroom stage was set with a proscenium arch, two large video screens and an extravaganza of moving lights. Staff members watched and listened to presentations, videos and live performances.

During the conference Universal Music showcased a selection of hot new upcoming artists including Tania Kernigan, Brooke McClymont, Anita Spring, Catherine Britt and Drag.

On the first evening guests were treated to dinner by the pool. Lighting highlighted the trees and the Universal Music logo was projected onto the water. Clairvoyants, tarot readers and palm readers sat nearby and were extremely popular with the guests as they predicted individual futures.

The Lobby Bar at the Marriott became the 'Universal Music Lobby Bar' and karaoke was a popular attraction in the evenings.

The morning breaks included smoothies and Berocas to relieve sore heads. The Benihana restaurant at the Marriott provided an entertaining lunch as the chefs cooked up and threw various Japanese delicacies - tepanyaki style.

The grand finale 'Morning Glory Awards Gala Dinner' was hosted in a black-tie gala awards style with gold lame and black drapes around the room. As a team building exercise, staff teams were given a budget and each produced a music video, which were screened and judged on the night.

VEM produced all aspects of the conference, including flights, transfers, accommodation, staging and AV, food and beverage, photography, concept design, video production and graphics.



VISUAL EVENT MANAGEMENT

DESIGN & LOGISTICS

## CASE STUDY – SPECIAL EVENT

Melbourne, 16<sup>th</sup> April 2002

### BRIEF:

To relaunch the Virgin Megastore into the Australian Market at the Jam Factory on Chapel Street. The brief was to open the store in a blaze of glory with the theme “If music is your religion this is your chapel”. Media attention was the primary focus of the night while creating a spectacular show for the VIP’s and onlookers.

### ● VIRGIN MEGASTORE OPENING LAUNCH



VEM successfully secured the closure of Chapel Street, Prahran in peak hour traffic, which also included the diversion of trams to ensure adequate space for the staging of the event. A press conference in-store during the afternoon preceded the evening festivities.

The evening began with an official procession culminating in the arrival of Sir Richard Branson in true “Branson Style” on the back of a scarlet hot-rod. The procession comprised groups sourced from the local Melbourne community including the Sisters of Perpetual Indulgence, the Melbourne Gay and Lesbian Choir and the Harley Davidson Riders Association with models dressed as nuns riding pillion armed with large Virgin Megastore flags.

Sir Richard alighted the hot-rod onto the stage officially opening the store ably assisted with a special guest - Sir Elton John. With champagne flowing, fireworks exploded from the roof of the Jam Factory to the sound of Joan Jett’s “I Love Rock and Roll” as a wash of Virgin red lighting drenched the building.

Listed as ‘the hottest music event of the year’ the guest list included celebrities such as Sir Elton John, Olivia and daughter Chloe, Jimmy Barnes, Molly Meldrum, Deni Hines, Madison Avenue, Jim Owen and many more. VIP guests were wined and dined while they explored the new store and were treated to a lingerie fashion parade performed by some rather naughty nuns.

Outside the store, the street stage exploded into action as Jebidiah played to the crowd followed by a typically sensational performance from Machine Gun Felatio.

VIP’s were escorted to ZOS nightclub for the after party, where they played until the early hours of the morning. Guests were entertained by Melbourne band Waikiki and DJ’s from Ministry of Sound. Virgin Mobile’s Salvation Station was a huge hit with DJ Michael playing as the salvation angels kept the crowd dancing.

The Virgin Megastore Opening was an overwhelming success, exceeding media expectations both in Australia and internationally.