

event technology consulting
expertise technology equipment research access

LOGISTICS MANAGEMENT COMMUNICATION



event technology consulting
expertise technology equipment research access

From 1988, when ETC's founder and Executive Technical Producer, Peter Puchner, founded Visual Event Management as a technical presentation company, we have a fine-tuned and successful synergy between innovative technical solutions and solid theatrical design, resulting in new and expanded dimensions in detailed technical event production.

- **EVENT TECHNOLOGY CONSULTING**

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.

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.

Our business offering is based on four solid pillars.



event technology consulting
expertise technology equipment research access

TECHNICAL PRODUCTION





● CAPABILITIES

PROJECT MANAGEMENT

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

EVENT MANAGEMENT

- Venue sourcing
- Element sourcing
- Critical time lines
- Run sheets
- Contractor management

MEDIA REQUIREMENTS

- Press conference set-up
- Outside broadcasts
- Satellite & microwave linking
- Webcasting and video over IP
- 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

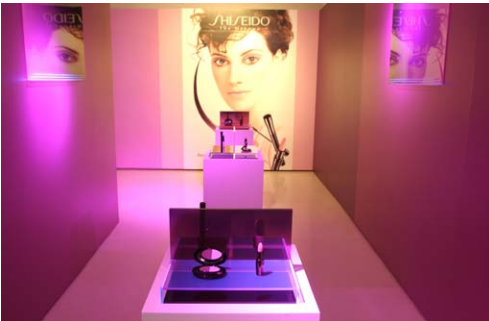
PRESENTATION

- Graphics
- Corporate and marketing videos
- PowerPoint, Keynote, html presentations
- Video production and editing

event technology consulting
expertise technology equipment research access

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 assures 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

ETC 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 gala dinners and theme parks.

Our technicians work closely with the design and logistics team on each event from concept to creation and are amongst the best in the field.

Then our production managers make sure it happens, on time and on budget.

All with our hands-on involvement at every stage to guarantee the ideal solution is created every time.

event technology consulting
expertise technology equipment research access

We'll 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

We have a long-held reputation for managing large-scale, logistical events with public safety provisions second to none.

ETC's 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 its objectives.

PRESENTATION SERVICES

ETC's graphics crew works alongside the production team to generate all the digital graphic requirements for an event; from banners to customised backdrops and stage sets as well as on-screen presentations.

ETC and its partners have in-house editing facilities to design, script and create promotional videos, video highlight packages, video news releases (VNR), webcasts and Vlogs.

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

event technology consulting
expertise technology equipment research access

● CLIENT LIST



- Amalgamated Holdings
- Brisbane Marketing
- Event Cinemas
- Greater Union
- Entertainment One Films
- Hoyts Cinema Technology Group
- Independent Cinemas Association Australia
- National Association of Cinema Owners
- Paramount Pictures
- Petsec Energy
- Roadshow Films
- Sony
- Studio Canal Film Distribution
- Sydney Film Festival
- The Event Department
- Twentieth Century Fox Films
- The Walt Disney Company

event technology consulting
expertise technology equipment research access

CASE STUDIES



● **Index to Case Studies**

- Holland Heineken House, Dutch Guest Venue, Sydney Olympics, September 2000 – Special event design, logistics, production, management, risk management
- Vanilla Sky Film Premiere, December 2001 – Special event design, cinema technical design, production, graphics, content, video reticulation, logistics, risk management
- Universal Music Australia Conference, April 2002 – Exhibition and conference design, graphics and content production, logistics, management, production, concert staging
- Virgin Megastore Opening Launch, April 2002 – Special event design, production, graphics, content, logistics, risk management
- WWE Fan Frenzy Event Production, August 2002 – Special event design, logistics, production, graphics, concert audio, staging, management, risk management, queue management
- Bon Jovi Open Air Concert, December 2002 – Special event design, logistics, production, concert audio, management, risk management
- Shiseido 130th Anniversary Event, December 2002 – Exhibition event design, exhibition design, production, graphics & AV content, logistics, guest management, logistics
- DHL Asia Pacific Regional Conference, July 2003 – Exhibition and conference design, graphics and content production, logistics, management, production, set building
- Nokia Asia Pacific Conference & Showcase, October 2003 – Exhibition and conference design, graphics and content production, logistics, management, production, set building
- Kia Dealer Conference, November 2003 – Exhibition and conference design, graphics and content production, logistics, management, production, set building, risk management
- DHL Asia Pacific Regional Conference, February 2004 – Exhibition and conference design, graphics and content production, logistics, management, production, set building
- DHL Formula One Guest Event, September 2004 – Event design, production, logistics, travel management
- Interpreter Film Premiere, April 2005 – Special event design, cinema technical design, production, graphics, content, video reticulation, logistics, risk management
- Star Trek World Film Premiere, April 2009 – Special event design, production, graphics, content, video reticulation, logistics, risk management, venue management, cinema design
- Legend of the Guardians Film Premiere, September 2010 – Special event design, production, graphics, content, video reticulation, logistics, risk management
- Water For Elephants Australian Premiere, May 2011 – Special event design, production, graphics, content, video reticulation, logistics, risk management, guest and public management
- Star Trek Into Darkness Film Premiere, April 2013 – Special event design, production, graphics, content, video reticulation, logistics, risk management
- Disney Channel FanFest and Teen Beach Movie Premiere, June 2013 – Special event design, production, graphics, content, video reticulation, logistics, risk management



CASE STUDY INDEX

● Index to Case Studies (cont.)

- Book Of Spells – Executive retreats and management conferences
- Walter Mitty Film Premiere, November 2013 – Special event design, production, graphics, content, video reticulation, logistics, risk management
- The Event Department 2013 to 2015 – Graphics, projection, special event replay and technical logistics for Film Premiere events & theatrical roadshows for Universal Sony Home Entertainment & other film distributors
- Sydney Film Festival, 2013 to 2015 – Specialist screenings and technical trouble shooting
- Annual General Meeting technical production for AHL & Petsec Energy, 2013 to 2015
- Independent Cinemas Association annual conference – 2013 to 2015. Technical production
- National Association of Cinema Owners (NACO) annual conference – 2013 to 2015, Technical Director and production
- Brisbane Marketing Christmas at Southbank projection and screenings 2014 – technical production
- Walt Disney Studios Trade Day 2015 – Technical presentations and in-cinema production
- Hoyts Cinema Technology Group 2015 – Supply of specialist screens and logistics for a number of complex non-traditional cinema screenings, including the Premiere of Magic Mike XXL at the Sydney Entertainment Centre



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

DESIGN & LOGISTICS

CASE STUDY – SPECIAL EVENT

Sydney, 19TH December 2001

BRIEF:

To provide a prestigious red carpet premiere event for Vanilla Sky at the State Theatre in Market Street and afterwards in the Northern Foyer of the Opera House, Sydney.

● AUSTRALIAN PREMIERE – VANILLA SKY



Stars Tom Cruise, Penelope Cruz and Director Cameron Crowe were greeted by thousands of on-lookers. At the conclusion of the premiere screening, guests were escorted to the exclusive after party, in the Northern Foyer of the Opera House.

Jon Anderson, National Marketing Director for United International Pictures, praised VEM for their involvement in ***“yet another stunning premiere”***, and commented; ***“everything was brilliantly orchestrated and coordinated, and your work at the Opera House was equally triumphant.”***

“You guys have the hard job of pulling it all together and making it look easy - but without your incredible attention to detail and your willingness to go the extra distance - the event would not have been as smooth and polished as it was.”

VEM organised the entire event, from the red carpet to the media pits, live TV News crosses, cinema management, Opera House management and all technical and audio-visual requirements.

VEM worked closely with the RTA, Police and Sydney City Council to organise a safe road event, which took a complex mix of timing and execution during Christmas late night shopping in the centre of the city.

The premiere required very clear and defined planning, precise execution and flawless timing. VEM, security and the Police worked together to produce a successful and safe event.

Tom Cruise and his entourage travelled the 120-metre red carpet for over 2 hours greeting the public who crowded Market Street to meet the stars of the movie. The street was closed to traffic for over 2^{1/2} hours.

At the conclusion of the film, the 700 partygoers entered the northern foyer of the Opera House party via a 116-metre carpet of living grass. Once inside they enjoyed a menu based on foods with aphrodisiac qualities and sipped fresh fruit caprioscas in the elegant atmosphere.



VISUAL EVENT MANAGEMENT

CONFERENCE MANAGEMENT

CASE STUDY – CONFERENCE

Gold Coast Australia, 4th 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, 16th 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.



VISUAL EVENT MANAGEMENT

DESIGN, PRODUCTION & LOGISTICS

CASE STUDY – SPECIAL EVENT

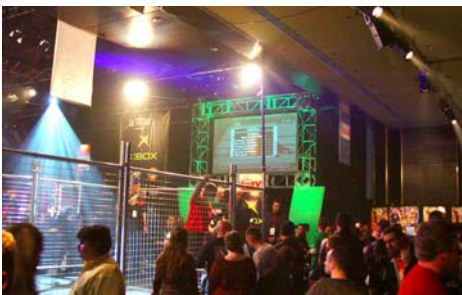
Melbourne, August 8th 2002

BRIEF:

To design, stage and produce the WWE Fan Frenzy event associated with the WWE Roar Wrestling tour.

The brief was to provide an over-the-top energetic experience for 20,000 fans who would be paying to meet and greet their favourite WWE wrestlers. A number of different environments had to be created to allow for The Cage One-on-one, autographs, superstar pictures, merchandising, a ring experience and major sponsor exposure.

● WWE FAN FRENZY



Melbourne's Crown Casino Showroom was chosen at the venue for the event. It had the ticketing and crowd control facilities for the entrance and had raised areas and bars for the facilitating of crowd viewing and serving of refreshments.

VEM was responsible for working closely with the WWE lead agency to specify the areas of interest for Australian wrestling fans, to design those areas in a cost-effective impactful manner and then to produce them to fit into the showroom space and to provide a good flow of the public through the event.

Challenges faced in the design of the space included how to ease the throughput of 20,000 paying guests, so that they would have time to view all exhibits and get their money's worth.

Final exhibits were: Fantasy Play by Play, Photographs in the Ring with the Championship Belt, Superstar Photos in 2 areas, 2 autograph signing areas, an Xbox playoff against a star, merchandising booths for all sponsors and The Cage One-on-one action.

All of the areas were designed to reflect the "Hard", "Raw" feel of the wrestling series, with each area custom designed in materials to highlight the action in the space.

The photo areas had huge backdrops with forced perspective to make the final photos look real, the Ring was real and sprung correctly to give a real experience to the patrons.

Line control (queuing) was located near other activities, so that the patrons could watch and interact as they waited for autographs.

Videos and promotional material was shown on three huge screens around the room, to add to the overall hype of the event.

VEM provided the areas designs, staging, dressing, theming and technical equipment, operational crew, security management, graphics design of all posters and destination signage, together with the overall timing and run sheet production for the events.



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 & LOGISTICS

CASE STUDY – SPECIAL EVENT

Sydney, 2nd 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 130TH ANNIVERSARY SHOWCASE



Also marking the 20th 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

PRODUCTION & LOGISTICS

CASE STUDY – CONFERENCE MANAGEMENT

Ho Chi Minh City Vietnam, July 2003

BRIEF:

To produce and run a conference for 120 senior DHL Asia Pacific management for the mid-year review. As DHL had recently rebranded, the branding and CI guidelines had to be followed very closely and celebrated in every aspect of the conference.

● DHL ASIA-PACIFIC REGIONAL CONFERENCE



Staged at the Sheraton Saigon Hotel, the DHL red and yellow logotype and background was prominent throughout the venue, sessions and events over the three days, even onto the surrounding streets, with the use of banners and lighting.



Two huge DHL Branded banners on the street faced either side of the entrance of the hotel. Off to one side, a red and yellow timber stage coated in red and yellow acrylic, exhibited a vintage Traction Avant Citroen, a traditional Vietnamese Cyclo and a modern DHL courier van, all in the new DHL livery. The entrance marble wall backing the feature and the hotel driveway were also branded with alternate spotlights of red and yellow lighting the walls.

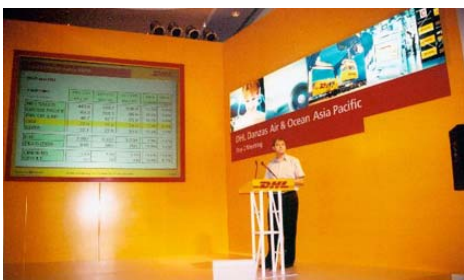


At the first night welcome evening around the pool, a traditional band played with the DHL colours enhancing the space with lights, staging and banners. The guests were entertained with a traditional Vietnamese Water Puppet show staged in the pool.

The second day had conference sessions, info-fairs and presentations. In the foyer of the main conference area, a Vietnamese scene was created depicting various cultural aspects of Vietnam, including traditional cyclos (bicycle transport), fabrics, artwork, floral displays, woodwork and various hand woven cane containers and headwear, all items that kept the conference coffee breaks entertaining for the guests.

This day concluded with private dinner at La Camargue French restaurant with a downstairs bar and band for after dinner entertainment.

Day three marked the final day of the main conference. An Ao Dai (traditional Vietnamese dress) was made to fit each of the guests for them to wear at the evening's function.



As the guests gathered colourfully in the front of the hotel for a group photo, over 100 cyclos arrived to transport them to the famous Ho Chi Minh City Opera House. The guests had pre-dinner drinks before being ushered into the theatre where a traditional band and a troupe of traditional Vietnamese Dancers performed various pieces reflecting different regions of Vietnam. As the dancers left the stage, the curtains were then opened to reveal a spectacular dinner setting, subtly lit with the DHL colours.

Entertainment for the evening came in the form of an invited expert. As the speech progressed, and the laughs increased, the guest was revealed as a comedian, to the pleasure of the guests.



VISUAL EVENT MANAGEMENT

DESIGN, EXHIBITION & CONFERENCE



CASE STUDY – CONFERENCE

Gold Coast Australia, 27th 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 its 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 – CONFERENCE

Sydney, 26th 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 – CONFERENCE MANAGEMENT

Perth Australia, 3rd – 6th February 2004

BRIEF:

To produce and manage a regional standard conference, for over 200 delegates, to showcase Australia and provide informative sessions as well as to showcase DHL's new sponsorship involvement with the Surf Life Saving Association in Australia.

● DHL ASIA-PACIFIC REGIONAL CONFERENCE



Held at Hyatt Regency Perth, the meeting was the first major DHL Asia Pacific event for the year. Over 200 people attended the three-day conference. The theme throughout the week encompassed a contemporary Australiana theme - Muster Down Under!

The event commenced with a Welcome Reception at the Maritime Museum in Fremantle, a short distance away from Perth City. Guests stepping off the bus were welcomed by the haunting sounds of the didgeridoo, followed by local Aboriginal dance troupe performances as they made their way up to the upper function room and adjoining veranda which boasted substantial views of the Indian Ocean and Fremantle harbour. An array of seafoods, including shucked oyster stations and Western Australian wines was consumed, whilst the welcome speeches took place. Before returning to their hotel, guests toured the museum to learn of the various achievements and historical moments, such as Australia's historic 'Americas Cup' victory.

The following day marked the beginning of the conference sessions. Morning tea on the first day saw native Australian animals and minders introducing many of the guests to animals such as baby kangaroos (Joey's) and koalas. Many of the Asian guests were spellbound, having never come to Australia before and seen our native animals.

The evening of the opening conference day was the Gala evening event. Luxury coaches transported delegates to the Brookleigh Equestrian Estate in the Swan Valley. After pre-dinner drinks on the lawn to the sounds of a string quartet, guests were invited into the arena for dinner. The entertainment for the evening was "Man From Snowy River", complete with 20 horses (including wild brumbies), traditional Aussie stockmen, bucking broncs, riders, wood-choppers and whip crackers. Travis Sinclair, a top class country and western artist, supported the show throughout, whilst a narrator told the famous Australian tale.

After lunch the following day, guests were taken to the Royal Perth Yacht Club where they embarked upon an afternoon of sailing. The competition was made up from an S80 fleet and Foundation 36s on a handicap system. The afternoon went smoothly on a day threatening to be cancelled due to rising wind levels. This made for an action packed afternoon. Prizes were then awarded by the Vice Commodore (quite a speaker) before guests were on their way to the next event of the day, a beach barbeque at Cottesloe Surf Club.

The Nippers from Surf Life Saving Australia demonstrated surf rescue activities whilst the guests had pre-dinner drinks on the beach front of Cottesloe beach. Afterwards, guests were ushered up to the surf club for a traditional Australian BBQ and were then entertained by a surf band for the rest of the evening.

The final day of the conference concluded with a farewell lunch. That afternoon guests departed, full of Australian tucker and Aussie experiences!



VISUAL EVENT MANAGEMENT

PRODUCTION & LOGISTICS

CASE STUDY – SPECIAL EVENT

Shanghai China, September 24th 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.

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 event comprised of 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 customised to the selection of food on offer, evenly spread throughout the two levels. All enjoyed 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 worked with technicians from the Sydney Opera House to transform 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 with the latest Dolby surround sound was installed. Extra banks of speakers were 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, catering management, limousine, taxi arrivals and traffic supervision, to building a Digital cinema complete with Dolby surround sound inside the Opera Theatre.



VISUAL EVENT MANAGEMENT

SPECIAL EVENT DESIGN, LOGISTICS, PRODUCTION

CASE STUDY – SPECIAL EVENT / FILM PREMIERE

Sydney Opera House, 7th April 2009

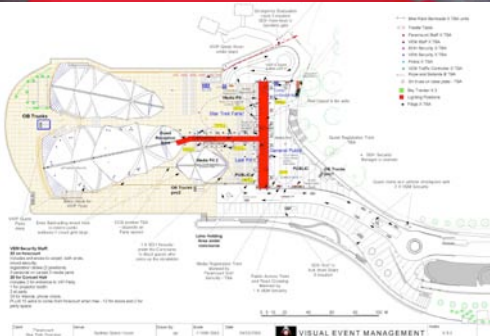
BRIEF:

Paramount Films briefed VEM that Sydney was to host the World Premiere for the new Star Trek Film.

As befitted this iconic release of a new direction and re-awakening of the franchise, it was to be held in an iconic location, oh and by the way, everybody was coming!

To produce an international class event, in a location spectacularly suited to the image, with a world capturing media hook!

● Star Trek, World Film Premiere



We also had about 4 weeks to produce this miracle.

The task was to produce an iconic event, for an iconic film and television series, to the expected standard of 500 million Trekkies, in an iconic location in Sydney (because JJ Abrams likes the place) and also make it relevant for media, locals, international consumption, fans, the guests on the night, Sydney VIPs and the venues involved.

No small ask!

A number of venues were considered: Iconic Sydney places like Luna Park, Botanical Gardens, Darling Harbour, Homebush (Sydney's hugely successful 2000 Olympics site), Circular Quay, Parramatta, but at the last moment, the Sydney Opera House moved a concert performance by one night to accommodate the massive event.

The race was on to produce the agreements with the Opera House, the surrounding landowners and Paramount to make sure we could supply the crowd control, lighting, video and technical elements for the arrival area, the digital video and audio production requirements in the esteemed Concert Hall to make sure the film was rendered perfectly and to fulfill a party element for the 2000 VIP guests who would be partying on before and after the event. 21st Century colourful shooters in glass test tubes and futuristic canapés helped.

The forecourt of the Sydney Opera House is a large complex public area, where people from many nations around the world come to visit, to sit and to look at the Sydney vistas. We were interrupting that with kilometres of fencing, barricades and lighting towers. We were also laying 800 sq metres of red carpet along the flat of the forecourt and the steps up to the concert hall. The logistics of the build and the care of the stakeholders around the area required careful and sensitive management.

The Sydney Opera House is a spectacular world leading venue, with a technical team second to none. We built a Digital Film Theatre, with 5.1 surround sound, with a 22m (72' 2") screen, full DCI digital projection with backup, inside a concert hall with a 6 second reverb!

Our guests were treated to a massive red carpet arrival layout, with media access and interview spaces galore, to a contemporary themed VVIP guest party in the various foyers of the Opera House.

Reviews of the night included:

Abrams, stepping on stage to announce Bana's arrival to rapturous applause, thanked Sydney for holding the Premiere, telling those who lobbied online for a Northern Hemisphere premiere: "Why are we doing it here? The question is why isn't everybody doing it here and why did you let us come?"

Once inside, director JJ Abrams introduced the cast members and explained that he'd fallen in love with Sydney when filming MI:3 here and insisted that the world premiere take place here and for the first time ever, hold a premiere at the Sydney Opera House.

The Concert Hall had been specifically retrofitted for the occasion into a giant movie theatre with the best possible Dolby sound equipment and very expensive projection equipment so in audiovisual terms it was the best movie I've seen, far superior to the new Gold Class cinemas that have opened in Sydney recently and it did justice to what fans had dreamed a rebooted Star Trek Universe would look like.

CASE STUDY – SPECIAL EVENT

Sydney, 24th 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 24th 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.

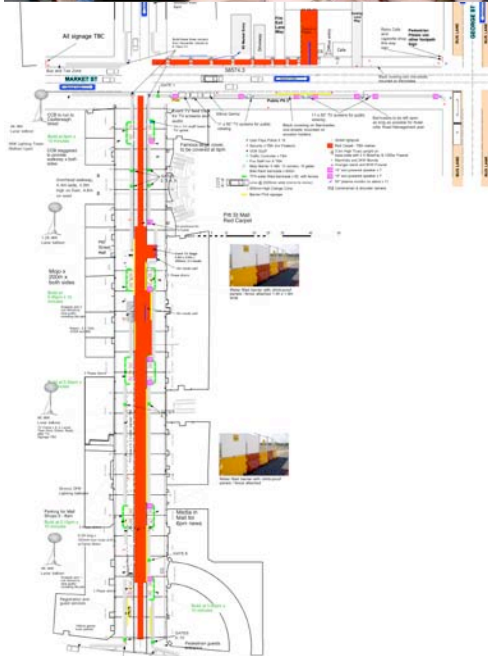
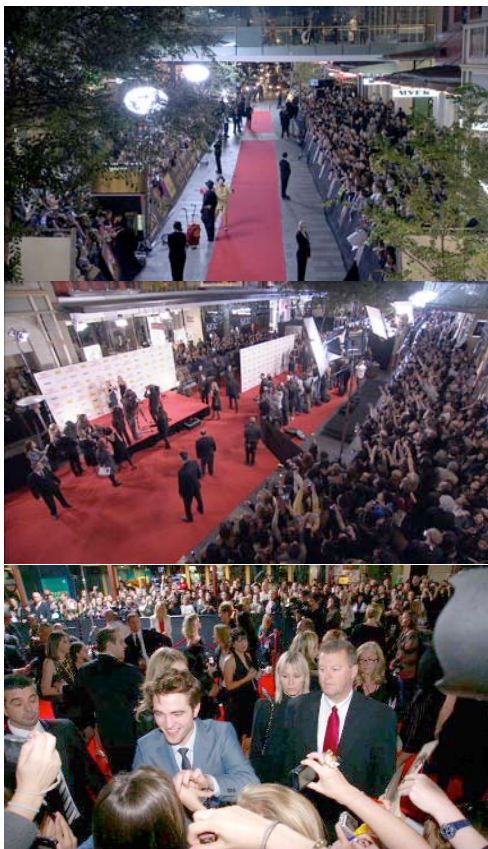
Character cutouts, signage, matched floor coverings and final theming touches, together with a final overlay of lighting, soundscapes and video effects produced an environment in which the media and guests alike were transported into the world of Ga’Hoole.

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

SPECIAL EVENT DESIGN, LOGISTICS, PRODUCTION



CASE STUDY – SPECIAL EVENT / FILM PREMIERE

Pitt Street Mall & State Theatre, 6th May 2011

BRIEF:

Twentieth Century Fox Films contacted VEM to manage a AAA premiere event for the film, *Water For Elephants*. The event was to showcase two of the world's biggest stars – Reese Witherspoon and Robert Pattinson. An audience of 2000 VVIP guests were expected for the event, with the screening to be held at the iconic State Theatre in Market Street, Sydney.

Special security arrangements had to be put in place to cater for the arrival of an Elephant and to protect the talent and crowd from the expected attention of thousands of Twilight fans.

● **Water For Elephants, Australian Film Premiere**

Sydney's State Theatre was to play host for this premiere, and VEM were asked to design and produce an event that would give fans as much access to the stars as possible, as well as showcasing the film and its 1930's glamour, while keeping rigid standards of security to cater for an expected 5000 strong fan-crowd.

The event marked the end of the Film's worldwide promotional tour, with 2000 guests being invited, not to mention the large media contingency and screaming Twi-hard fans in attendance.

The original plan was to close one lane of traffic in Market Street to host the red carpet and large media and fan numbers anticipated, however these plans changed just 2 weeks out from the event, with Pitt Street Mall being chosen to stage this red carpet event. And they don't get much bigger than this!

VEM transformed Pitt Street Mall into a giant red carpet, which started from King Street and ran all the way through Pitt Street Mall to the State Theatre where the screening was held.

The result – not only the longest red carpet walk in Australia, which spanned 300m in length, it also was a first for Pitt Street Mall in hosting an event of this calibre. Over 650m of barricading from all over Australia was sourced to secure the space, utilising more concert barrier than used for festivals such as The Big Day Out.

The event had one of the largest security contingencies in place for a film premiere event, and the crowds in attendance were in the thousands, which made this the largest film premiere event in Australia's history.

A 6 camera live OB was incorporated into the event, with live on-carpet interviews with fans and a stage interview for invited guests and talent, the event was beamed live into 22 cinemas around Australia.

Roving talent kept the fans happy till the main talent arrived, when the screams could be heard in North Sydney!

VEM was responsible for designing all the elements of the event, then sourcing, producing and managing the carpet environment, the TV staging, security fencing and barricading, the media walls and placement of media pits, general branding and signage around the space, including barrier covers and prints, the management of police, security, RTA and Westfield security personnel, placement and movement of all vehicles, audio and video along the massive carpet and the lighting of 350m of carpet and entrance to the State Theatre.

Oh and did we mention just we had just 2 weeks to organize the entire event, once final client approval was received for the event!

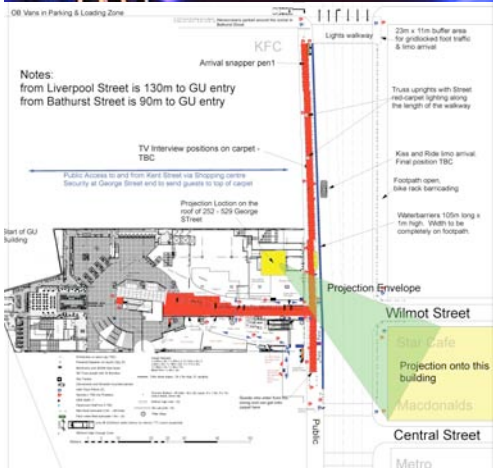
The result – a massively successful media event, with huge return on investment in terms of media content received. The note from Marc Wooldrige, MD of 20th Century Fox Films, says it all:

"What a night !! Thanks so much for helping us stage such a huge, impressive and awesome event. Talk of the town. You are great partners – wonder what we get up to next time."



VISUAL EVENT MANAGEMENT

SPECIAL EVENT DESIGN, LOGISTICS, PRODUCTION



CASE STUDY – SPECIAL EVENT / FILM PREMIERE

Event Cinemas, George Street, 23rd April 2013

BRIEF:

Paramount Films briefed VEM that Sydney was to host the Film Premiere for the iconic new Star Trek Film.

Following the very successful launch of the first film in 2009, although this wasn't a world premiere, the film's main talent were coming and Paramount Pictures needed a well produced event, with a maximum of media noise.

To produce an international class event, in a location spectacularly suited to the image, with a world capturing media hook!

● Star Trek, Into Darkness, Film Premiere

While this event wasn't a world premiere, Paramount Pictures had enormous expectations for this movie and with Chris Pine, Zachary Quinto, Karl Urban and director J.J. Abrams attending, it was expected that the final event would be quite large and that some international stunt would be required.

Unfortunately, we also had very little time to prepare for the event and most of the iconic Sydney venues were unavailable, so in order to accommodate the expected guest-list, the Event Cinemas complex in George Street, Sydney was chosen as the final venue. The challenge with this event is that it is in the middle of one of busiest Sydney streets, with a Bus-lane that cannot be closed and the time of day – 6pm to 7.15pm, is the busiest time in Sydney.

To accommodate the expected number of media and TV crews we designed a very long carpet, to run over 100 metres from Bathurst Street down to the cinema entrance. This carpet had to remain completely on the footpath, requiring great cooperation with the Sydney City Council and the NSW Roads and Maritime Services.

Inside the main foyer were two 8m photo-walls – one backlit with the futuristic London cityscape, the second a more traditional step and repeat Media-wall. A large red-carpet footprint allowed for the placement of one-on-one media and closer person interviews.

Without a large iconic venue to provide world-interesting photos, we had to get creative. We designed a 15m x 6m "replica" of the internals of the Starship Enterprise. This tunnel was designed in major detail and built meticulously to provide a number of photo opportunities, and some of those shots featuring the "Bad Robot" and JJ himself, were syndicated globally.

The other international interest, was in the form of a Projection mapped montage into the former Planet Hollywood building across the road. Accessing this building for projection required a large logistical negotiation with the City of Sydney, NSW RMS, NSW Police, the building owner and tenants, including the Star Bar, McDonalds and various others.

Projection onto a building on a main city thoroughfare requires very careful consideration of the movement and the effect that the images can have on the passing motorists. Negotiations with the NSW RMS were intense. Then the images we were actually allowed to show also needed to be approved by all of the international production teams. This procedure took some time and required an extraordinary graphic design and production management effort.

Technical considerations due to the size of the event included the power required to feed 100m of TV lighting, 10 x high power building projectors, audio feed to provide PA to the length of the carpet and the foyer area and a 4 camera shoot for the carpet, with an HD feed into the two main cinemas. Generators needed to be used to provide the power required and kilometers of cables had to be laid over two days to provide all the signal paths.

The event was a complete success on all fronts, Paramount and the visiting stars had a fun time with a huge amount of media coverage. Our two photo opportunities gave rise to a number of overseas syndicated photos and our local stakeholders, RMS, City of Sydney and the fans, all reported happy with the event. Visual Event Management was proud to have been associated with the event.



event technology consulting
expertise technology equipment research access

MANAGEMENT & LOGISTICS



CASE STUDY – BOOK OF SPELLS

BRIEF:

To provide a spectacular, elegant destination work/reward for senior executives and their families and at the same time provide a monthly/annual management meeting environment.

All the business facilities are to be available at the chosen destination, together with a one-off experience for the guests.

● DESTINATION INCENTIVE

Event Technology Consulting has embarked upon a new exciting project over the last few years known as the "Book Of Spells".

The "Book Of Spells" refers to the exclusive retreats we organise for top executives. We offer our clients luxury holidays and business packages at carefully selected destinations all over the world. These locations offer a unique experience for sightseeing and usually a well-earned rest, along with whatever business facilities that may be required. The period of most "Book Of Spells" can be tailored to suit individual requirements, however we have based our current list of destinations on durations of four to five days.

One recent "Book Of Spells" destination was at the Four Seasons Resort in the Maldives. There were 40 participants. Their trip included everything from relaxing amongst the resort facilities such as the marvellous spa treatments, yoga and swimming, to specially organised activities such as game fishing, diving or local cooking classes.

The activities throughout the day ranged from team regattas on catamarans, to island hopping where a choice of various activities were made available, treating both the adventurous and relaxed-minded alike. Soaking up the sun, or diving with the amazing fish life; the choice can be yours. Seaplanes can take you to islands you may want to visit, all the time being surrounded by a picturesque island paradise, where the crystal blue waters never end.

From dinners on deserted beaches with local entertainment to unique picnics at hard to reach places, food, wine and service is of the highest standard.

Event Technology Consulting and our partners have many years of experience producing events of various kinds, including incentive vacations like the "Book Of Spells". We understand the high standards of service and seamless logistical requirements that are expected from our clients.

We know that consistency with brand, image and experience are crucial to any event which is why the "Book Of Spells" has and will continue to be a magical experience for those involved.

Other "Book Of Spells" destinations include Antarctica, Kota Kinabalu and Pangor Laut Malaysia, Tahiti, The Kimberly's and Hobart in Australia, New Zealand, Dubai and Thailand.

For more information, email us at Admin@Etcetera.Asia



VISUAL EVENT MANAGEMENT

SPECIAL EVENT DESIGN, LOGISTICS, PRODUCTION

CASE STUDY – SPECIAL EVENT / FILM PREMIERE

Sydney Entertainment Centre, 22nd November 2013

BRIEF:

The Brief from 20th Century Fox was to design and produce a truly spectacular Film Premiere event for the new film from Ben Stiller, *The Secret Life Of Walter Mitty*.

The event needed to be aspirational and larger than life, as befitted the premise of the film as a life-changing and soul-searching experience.

The Premiere was to be for 1200 invited guests, to meet and greet principal actors Ben Stiller and Kristen Wiig.

● **Walter Mitty Australian Film Premiere**

Sydney's Entertainment Centre in Haymarket was chosen for the Premiere event for a number of reasons. It is a very large and imposing venue, in the middle of Sydney's entertainment precinct, it has played host to some of the biggest International names in entertainment, it had the space for the red-carpet event, the pre-screening cocktail party and the room to build a purpose-made screening cinema, with the latest and best quality in Projection and Audio.

The Red Carpet was designed to run from the corner of Little Pier and Harbour Streets, across the park adjacent the Entertainment Centre and into the Gate B entrance. In keeping with the large-scale aspirational nature of the event, massive 4m high image panels were designed to line the carpet. The images on these panels were taken from the film's inspiring moments and the carpet itself was 8m wide to allow for a true Hollywood style red-carpet experience.

Once inside the Foyer, the huge large-scale imagery continued, with animated images from the film projected onto floor to ceiling height projection panels. Leading guests into the cocktail party area was a tunnel lined with large 4 screen videowalls, again showing repeated imagery from elements of the footage.

The cocktail party continued the theme, being a completely black draped elegantly lit room, with 5 massive projection screens, each 16m (53') x 9m (30') playing the atmospheric and emotive moving scenes.

Our guests enjoyed the cocktail party prior to moving under the cinema projection screen into the projection space. We dressed the Entertainment Centre down into a "Super Intimate" mode, allowing seating space for 1200 guests and installed a 20m cinemascope screen, complete with masking and side draping and a surround 7.1 L-Acoustics Kudo sound system for the space. Picture and sound quality were exceptional, as was needed for a film of this standard.

After the film's screening, our two VVIP guests came back on stage with a host, to rapturous applause, for a 20 minute Q&A about the film and the various elements going into the making of it.

Our guests left via the red-carpet and the immensity of the surrounding images, which had been left in pace for the duration of the event.

