

THE BEST OF... EVENT PRODUCTION & A/V

CANDID, CASUAL CONVERSATIONS WITH LEADING EXPERTS



FEATURED EXPERT

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What is your AV Trend of the year for 2016?

Our AV trend of the year and for years to come is creative and interactive usage with LED video. We're receiving more requests for corporate events, general session events, expo booths and experiential events than we ever have and we're collaborating with the producers and designers to think outside of the box on how to engage an audience in a way that the audience hasn't experienced before. Technology is rapidly changing and we're trying to stay in front of the trends by exploring new interactive creations and technologies that can immerse the audience in ways never done before.

What part of the typical event AV infrastructure is changing the fastest?

More and more events are trying to increase the hi-resolution video elements on stages, general sessions and even booth designs. Audiences are becoming more familiar with higher resolution videos instead of static banners and pictures and are now expecting video.

What is an event AV technology that is primed for substantial growth over the next few years?

Because of the AV infrastructure changing to more hi-resolution video and imagery, LED video walls are becoming more the standard than it ever has been. It's easier to blend lighting elements and LED video panels to create a more desirable visual experience for smaller events all the way to the largest of events and activations.

What's your advice for marketers looking to get a little more bang out of their AV budgets?

Marketers are smarter to look for a specific AV partner and let those partners outsource any additional AV needs. Let the AV companies explore additional services through their existing AV partnerships and relationships. It's more efficient, the AV companies are more familiar with the other partners which helps the event run smoother,

the existing relationships and partnerships can help drive costs down, and AV companies generally have a deeper knowledge of the other dimensions of the AV world.

Biggest production mistakes people still make?

The biggest production mistakes we see are production budget cuts. It's the first to get cut and the first in regret after the event has concluded. Production is what creates the memorable visual experience the audience will never forget. Another huge mistake we see is renting "seamless TVs" instead of LED panels. Seamless TVs are not truly seamless and cost significantly more. There's nothing worse than perfectionists like we all are seeing massive seams on large video walls in a TV production or a near flawless activation set.

Coolest event you worked in the past year?

The coolest event we worked this past year was the Mr. Olympia arena show & expo. We were trusted to design the entire set of the arena show. They gave us more creative freedom with LED video, lighting and stage elements and it couldn't have turned out any better. It also gave us the experience of helping design and organize all the expo booths for the Mr Olympia expo. It gave us the opportunity to design and organize every possible size activation, expo booth, and major show in just one large event.

Advice for clients who want to get bold in 2016?

Getting bold in 2016 is thinking outside of the box, completely. We love it when clients want to use LED panels in ways that are not the standard walls and with content that is so original we're blown away. It's a joy seeing creative minds request quotes for things we've never seen before. What drives us daily is trying to find multiple technologies that we can incorporate with our creative LED designs, getting fully immersive with interactive technologies the highest quality audio technologies.