

THE BEST OF...

EVENT PRODUCTION & A/V

CANDID, CASUAL CONVERSATIONS WITH LEADING EXPERTS



FEATURED EXPERT

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How has AV & Event Production changed over the last five years?

The growth in both scale and ubiquity of EDM concerts has had a ripple effect throughout the entire production industry, even outside of music. It has substantially raised the bar for what the average person expects to see in an event setting.

Over the last few years, I've seen lots of non-music events incorporating bigger and higher quality audio, more intricate lighting, and more prominent video elements. Even when there's no live performance or presentation component of any kind, people simply have the expectation of these elements being present beyond a certain level. It has really helped in allowing greater freedom to present a brand to the public in more creative and impactful ways.

Biggest event production trends for 2016?

Definitely VR. The technology has finally arrived at a point where its implementation into an event setting will make a lasting impact.

It will be really exciting to see the creative ways in which people start using it to deliver content at events. I'm currently at SXSW and already start to see some really cool uses of it at some of the activations here.

How do clients pick the right partner?

A lot of vendors are technically proficient and can get the job done, but the right partner is one who makes the client feel comfortable throughout the entire process. A lot of companies fail to realize that managing the client relationship is just as important as managing their production.

The technological and logistical aspects of production can be incredibly intimidating. MSEP's primary goal is to deliver the client's vision in a way that makes their experience both exciting and enjoyable.

How do marketers get more out of their production partners?

Don't be scared to ask for their input. We've seen a lot of ideas executed over the years. Some went smoothly, some not so much. Both situations offer us valuable learning experiences

that we're happy to share.

I run into situations all the time where a client has a particular concept in mind, but the logistics of implementation may be challenging or expensive. By suggesting various changes that still maintain the integrity of their overall vision, we can save them a lot of time and money while possibly even increasing your event's or activation's impact.

Tips for keeping event production costs down?

Try to keep the number of vendors to a minimum. The fewer companies you bring on board, the more areas they can handle in-house, which means more opportunities to negotiate bulk deals with equipment and labor.

Location is also a huge factor that can make or break a budget. Everything from amenities to permitting costs can drastically affect your bottom line. So don't skimp on the time invested in exploring as many options as possible and making lots of site visits.

Biggest production mistakes people still make?

Being inflexible and unwilling to adapt to your given situation is far and away the biggest mistake I see being made time and time again. You're going to be thrown a lot of curveballs out there. If you can't think on your toes and be willing to change course quickly your production will suffer.

Coollest event you worked on in the last year?

The Experiential Marketing Summit ;)

But besides that, every October I do a boat party with Adult Swim as part of New York Comic Con. It's a super straightforward meat and potatoes type gig in its implementation, but having a bunch of fans dressed in costumes and dancing around to a rap concert on a tourist boat fully dressed in Adult Swim themed décor while touring the Hudson River is just such a fun time. I look forward to it every year.

Where did you go on vacation this summer?

Does eating dinner without checking my email count as vacation?