

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

## CANDID, CASUAL CONVERSATIONS WITH LEADING EXPERTS



### FEATURED EXPERT

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#### Finish this sentence: Event Production is....

The artistic balance between storytelling and technology. Meetings and events are an opportunity to bring physical dimension to your brand and establish a sense of place for your audience to engage and learn.

#### What is your AV Trend of the Year for 2016?

Do more with less. Insist on well-designed cohesive packages that produce impressive results in less time with fewer staff and on budget.

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

Mobile devices are everywhere. We are now streaming 4K cinema quality media directly from phones and tablets. 3G HD-SDI has also made a big impact on routing and signal distribution.

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

Next-gen 3D capable presentation servers that better integrate the latest gaming engines allowing for a more streamlined use of real-time interactive graphics at resolutions beyond 16K. We also have high hopes for laser video projection and more robust wireless/RF presentation technology.

#### Thoughts on how the traditional general session is getting an experiential make-over?

We like the camp fire analogy in that our audience is gathered around, awash in the energy of the moment and ready to hear the stories from those around us. Everyone present has something to offer and if allowed will contribute via voice or device. Wherever possible we encourage the use of any medium that invites the audience to participate in the story arc of the show.

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

Get your production partner engaged before signing venue contracts.

Quantify the variables in venue related expenses. Typical surprises include rigging, power, freight, machinery and preventable overtime.

#### How should B2B producers & planners pick the right partner?

Look closely for a production partner that has the creative and technical resources required to execute the show. Our best success stories have started with requests from our clients that they can't necessarily describe.

Insist on the same level of creativity and service you provide your clients.

#### Biggest production mistakes people still make?

Underestimate the value of hiring experienced designers and technicians.

Believe that more gear or a gimmick leads to better show.

#### Coollest event you worked on in the last year?

We had the opportunity to design and produce a charity event featuring the Red Hot Chili Peppers in an intimate venue for 600. The event raised nearly \$600,000 for children's music charities.

#### How are you integrating technology into your designs?

We leverage best practices from our experiences in rock and roll, theater, motion pictures, television, theme park design and major sporting events. We are always looking for the right tool or paint brush to help us design visually rich staging environments to engage audiences of all sizes.