

THE 2020
FAB 50
 EXECUTIVE Q&A


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Give us the quick version: How do you describe your company?

Combining creative, human-centered design with technology, fabrication, and production expertise, Hargrove delivers focused event experiences

and solutions that have the power to connect, engage, and transform audiences.

How are you consulting your clients for planning impactful events in the new norm?

We're encouraging them to think about the critical components, as they always would. These include proper planning and objective setting, choosing the right platform for the experience, reliable streaming and bandwidth, production quality, and an absolutely killer production team—both on site and behind the scenes remotely.

Once the industry returns to physical events, how will you continue to support your clients with a digital strategy to maintain virtual and shift to Hybrid?

For the foreseeable future, the majority of in-person events will include virtual components. As the hybrid model grows, so do the options for audience engagement. The main challenge will be creating a seamless experience for both in-person and remote audiences. To get it right requires a new kind of planning. Hargrove is helping our clients to navigate the options, to build these roadmaps for success seamlessly between audiences.

What does the new normal look like for fabrication, and what are the critical components for success?

Conferences, conventions and tradeshow are planning to return strong—and the model, as with other event types, will be a hybrid experience. This will require designing and fabricating for both the live and virtual experience. We believe this toolbox will only become stronger and the component selections critical. The hybrid experience is NOT a one-to-one comparison to what may have been done previously for live-only events.

What is the biggest challenge you see as we move to a more hybrid model?

One of the challenges (and opportunities) in designing hybrid experiences is activating in two different modes of delivery. Event planners are well versed in creating live event experiences, and excited to get back to familiar territory. Many have experimented in the digital world over recent months and are gaining confidence in crafting virtual experiences. As we transition to designing more hybrid events, event pros will draw on their successes in both delivery modes, creating 'hybridized' experiences.

How has production evolved as we move to hybrid experiences?

Our Presentation Stages™ are where broadcast TV meets live events. As we move into hybrid, these will continue to grow and evolve, enriching the experience for both the in-room and virtual audiences. Savvy event pros will take inspiration from broadcast television and award show aesthetics, creating stage sets and reliable lighting plots tailored for multiple camera angles. Immersing the in-room audience in vivid color and movement ensures the camera looks good for the remote viewers and post-event video-on-demand.

What is the one thing you would tell a client to ensure they do before planning their virtual or hybrid event?

There are many valuable steps. One of the more critical decisions is engaging a full-service partner. For our clients, it's always been our role to support their goals, which means that we carefully plan and execute events to ensure objectives are realized. This role is critically important when planning hybrid events. From leading site visits to selecting the platform, engaging a professional show management team is a great way to ensure your metrics are realized.

How have you changed your offerings over the last few years?

We are fortunate that we had a virtual platform and services already integrated as part of our solution set. Our Chime Live platform is used across industries and all event types. With the combination of strategy, creative services, products, and digital expertise coupled with production capability supporting virtually, live and hybrid, we help our customers navigate this unfamiliar landscape and set them up for success in their events.