



## Product Launch and Conference

### Brief

- >> Worldwide launch event
- >> AV to allow role play, video, live cameras, software demos and PowerPoint
- >> Two day staff conference
- >> Gala dinner.
- >> High impact and iconic

### Venues

- >> Launch Event - Marquee – total control over shape, size and design
- >> Two day conference - Lecture theatre at Leeds Medical Training School
- >> Gala Dinner – The Royal Armouries

**Audience Size – Launch Event - 220 guests**  
**Main Conference - 200 delegates**  
**Gala Dinner - 180 guests**

### Solution

#### The Launch

- >> The marquee was externally lit with colour changing floodlights and client logos. Internally colour changing LED lights were used.
- >> Drinks reception and welcome speeches in one half of the marquee
- >> Guests divided into three groups for the presentations.
- >> Main presentation marquee constructed with full black out and raked seating for 100 guests.
- >> Three 'scenes' constructed on stage – a living room, a doctors office and a hospital examination room.
- >> Actors played the patients and real doctors were used to add authority to the role play.
- >> Widescreen Encore presentation system to allow multi inputs and movement of screen elements.
- >> Multi inputs – Powerpoint, software demos, video and live camera relay.
- >> Simple but effective use of lighting enabled each 'scene' to be individually lit as the role play moved from scene to scene

#### The Conference

- >> Production management
- >> Extra sound and video equipment to augment the in house resource
- >> Breakout room equipment and technical support

#### The Gala Dinner

- >> Four large plasma screens to overcome the challenges of the room layout
- >> Colour changing LED lighting to create an intimate atmosphere in both main room and bar area
- >> Lectern and sound system for after dinner speaker



“ I WANTED TO THANK YOU, ONCE AGAIN, ”  
 for being the true professionals you are. You made my week much less stressful.  
**Marketing Director, Global Life Sciences**