

# Ask The Event Production Experts Column

## Ask the Event Production Experts

Each issue, we try to answer your production-related questions – from logistics to creative and beyond. We find the answers and share the tricks of the trade to help you be better prepared for your next big event. No question is too small to handle. Please submit your queries to us at [info@moorepresentations.com](mailto:info@moorepresentations.com).



**Dear Producers,**

**Question:** On a limited budget, how can my organization use lighting to enhance a meeting?

**Answer:** Effective use of lights and lighting effects enliven meetings with a rather small investment. Technicians transform stages instantly with the flick of a switch, allowing you to give your stage depth and interest that will enhance the speakers' message without distracting the audience.

Two of the primary considerations when determining a lighting plan is to make sure the lights do not interfere with the video projection and that they do not blind the presenter.

In most cases, you will want to light the entire main stage at some point during your event. In order to do this you will need several lights hung from above. The most commonly used lights for this purpose are "fresnels". A fresnel has built in sliding plates known as "barn doors". The lighting technician will aim the lights at the stage and use the barn doors to mask the areas they wish to keep dark, such as projection screens.

One cost-effective lighting technique is to use floor-mounted "up-lights" pointed up at the wall or drape at the back of the stage. The color of these lights may be manipulated with the use of color gels slipped into a sleeve on the light fixtures. Multiple up-lights can be used to change color themes instantaneously.

To add even more excitement, technicians are able to add a programmable lighting board and intelligent light fixtures to create specialized effects such as a "ballyhoo". The ballyhoo creates a feeling of excitement and celebration during an event by moving the intelligent lights simultaneously in an arc, so that a ray of spotlights come together to shine around the room. This is an effective transition effect, especially when coupled with applause and upbeat music.◆

*Editor's note: **James Moore**, president of Moore Presentations, has worked in event production for more than 25 years. **Mike Jorgensen**, program manager with Puget Sound Energy, has more than 20 years experience in multi-media technology. **Terry Onustack, CMP**, meetings and education manager for IASP – a medical research association, managed corporate meetings for nearly 15 years. Visit the website at [www.moorepresentations.com](http://www.moorepresentations.com)*