

Ask The Event Production Expert

Ask the Event Production Experts

By James Moore, Mike Jorgensen & Terry Onustack, CMP

Each issue, we answer your production-related questions, from logistics to creative and beyond. We provide 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.

Dear Producers,

Question: My client has a limited budget. How can we incorporate their theme into the set?

Answer: With an ever-increasing focus on branding, it is important to find ways to meld content and logistics in a cost-effective manner. This basic principle is often overlooked or taken for granted.

For a basic meeting, the simplest way to achieve this goal is to create a PowerPoint presentation or other visual presentation template. That template should reflect the overall look and feel of the program, but it should enhance the content of the presentation, not distract from it.

Incorporating the look into the slides sounds fairly simple, however, it is more than just dropping an event logo in the upper corner of the template – a mistake many planners have made. A graphic presentation professional will take a template to a new level by breaking down the look of an event and creating a design that will carry the visual language into the set. Color, fonts, graphics and movement are used to reinforce the brand and enliven the stage. A sharp, well-designed template creates a subliminal retention factor that helps you achieve your objectives.

For a larger event, if you want to create a unique look, an effective way is to develop a virtual set using screen treatments. You can use multiple screens in a variety of configurations to open up the stage area and give a bigger look to the room. You may



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also use large-screen projection by incorporating multiple blended projectors to create a continuous backdrop to the stage area. Dramatic theme-related scenes can be created using programs such as Adobe Illustrator, Photoshop and Flash. The scenes may be completely transformed by changing the screen treatments and should integrate the look and feel of the theme and brand. A minimal number of set items can be included to give the stage depth.

Since graphics primarily create the set, cost efficiencies are experienced with reduced labor for set-up and tear-down, and the elimination of most scenery and props. Set construction time is minimal, so there also is a potential for decreased room rental fees.

A virtual set can provide a dynamic cost effective way to create a variety of scenes quickly. When the turn around time is limited and the budget tight the virtual set is a good alternative. ♦

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 worked in corporate meetings for nearly 15 years.

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