

# The **V** meeting & event PLANNING CHECKLIST

**6** KEY COMPONENTS TO PLANNING THE PERFECT EVENT

## ○ ONE

### Lighting transforms your space.

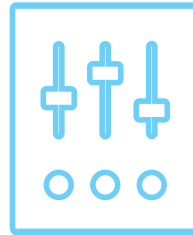
From spotlighting speakers to highlighting exhibit space; from energizing a live production to washing a banquet in pleasing elegance, the perfect mood to capture the spirit of your event—and your goals. A lighting designer can incorporate your theme and convert your venue into a most memorable experience for all.



## ○ TWO

### SOUND delivers your message.

Multiple presenters? Live music? Pre-recorded presentations? Exceptional sound engineers will ensure perfect pitch whether in a meeting room for a few dozen people or a cavernous hall for a flock of three thousand. Audio solutions should be tailored to match your event and keep the sound in balance from beginning to end.



## ○ THREE

### VIDEO brings your message to life.

Video capture, LED walls, 3D video mapping, live streaming, large format projection, or multiple screens—video will maximize the impact on your audience and help you achieve your event goals. The best event services can even help develop content to make sure your message is on point and effective—whether it's soft or it sizzles.

## ○ FOUR

### DESIGN & DÉCOR set your perfect stage.

Communication with your event team is critical. Look for someone who will work with you, discuss your ideas, attend brainstorming sessions and site checks, and provide you with Computer Aided Designs (CADs) and full color renderings—then fuse their creativity and technical components with your goals, resulting in a stunning visual experience.



## ○ FIVE

### BUDGET matters for your bottom line.

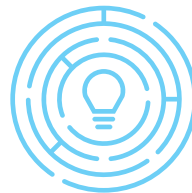
Once you establish the objective of your event, it's time to formulate a budget. Obtain estimates from event partners and review prior expense for similar events; if revenue will be generated, include that in the mix.



## ○ SIX

### EXPERTISE pulls it all together!

If YOU are responsible for an event; you want the right people behind you. From designers to technicians to everyone in between, build a custom team of experts specifically for your event. They will oversee the production from start to finish, ensuring your event is exceptional; your attendees, impressed; your objectives, met.



# MAKE YOUR **event** SUCCESSFUL: CHECK OUT THE TEAM THAT DOES IT BEST.



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## LIVE EVENT PRODUCTION