

10 ways to

WOW

Tips for creating better events with greater impact

our passion shows.

2vfx

10 ways to wow

The #1 question asked by clients when starting a new event plan:

“What new technology do you have that will make my event fresh and exciting?”

Everyone wants to add a little wow to their event. While it is nearly impossible to develop ideas that neatly apply to your event, we did collect a few ideas that may inspire you when planning your next event.

Please reach out to us with any questions at info@AVFX.com.

1 Harmonize Lighting with Your Videos

Can't afford to do projection mapping across your whole room or trade show booth? Do the next best thing — give your lighting team the key videos you are going to play in advance of the show, so they can match colors in their lights to the videos. Don't fade out the lights during videos — brighten them up and synchronize the colors and action with the video for a more immersive experience. Use moving lights on a scrim to **make your lighting match the tempo of the music like you see below.**



2 Unconventional Screens

When people walk into a room and see a standard HD video screen, they think, "Oh, a TV like I have at home, (yawn)." Next time mix it up. Try using screens in shapes they don't expect to see. How about hiding screens and making them part of a reveal? Imagine masking screens so they appear square, round or panoramic. **Use screens as verticals in columns like the LED panels you see below.** Hide screens off to the side of the stage that are not obvious until they are illuminated, or even project supporting imagery right onto the walls! It's that easy. Just make sure your video content fits the shapes.



3 Tables with Movement

We've all seen dinner events or galas with pin spots on the tables — they look great. Next time, try adding some motion onto the tables. You could either add a series of intelligent robotic LED fixtures with zoom and color control, or you could even add a series of small video projectors. Either can give you the same pin spot effect. **With robotic lights, you also pulse or move light to the tables in ways that your attendees will not expect.** With video projectors, you can produce video with effects that look like lighting, but then form a logo or message on the table. You could even do some projection mapping onto the table setup.



4 Projection Mapping to Create a Stage

Mapping software can be used in many different ways to communicate your message. Next time you want to create an event with wow, consider building your whole stage and scenic elements for mapping. Create three-dimensional surfaces and project different sources of video or data onto each surface. **Customize your stage for each segment of the event, or for each presenter.** Not only do you get the audience attention, your presenter can tell a multi-faceted story.



5

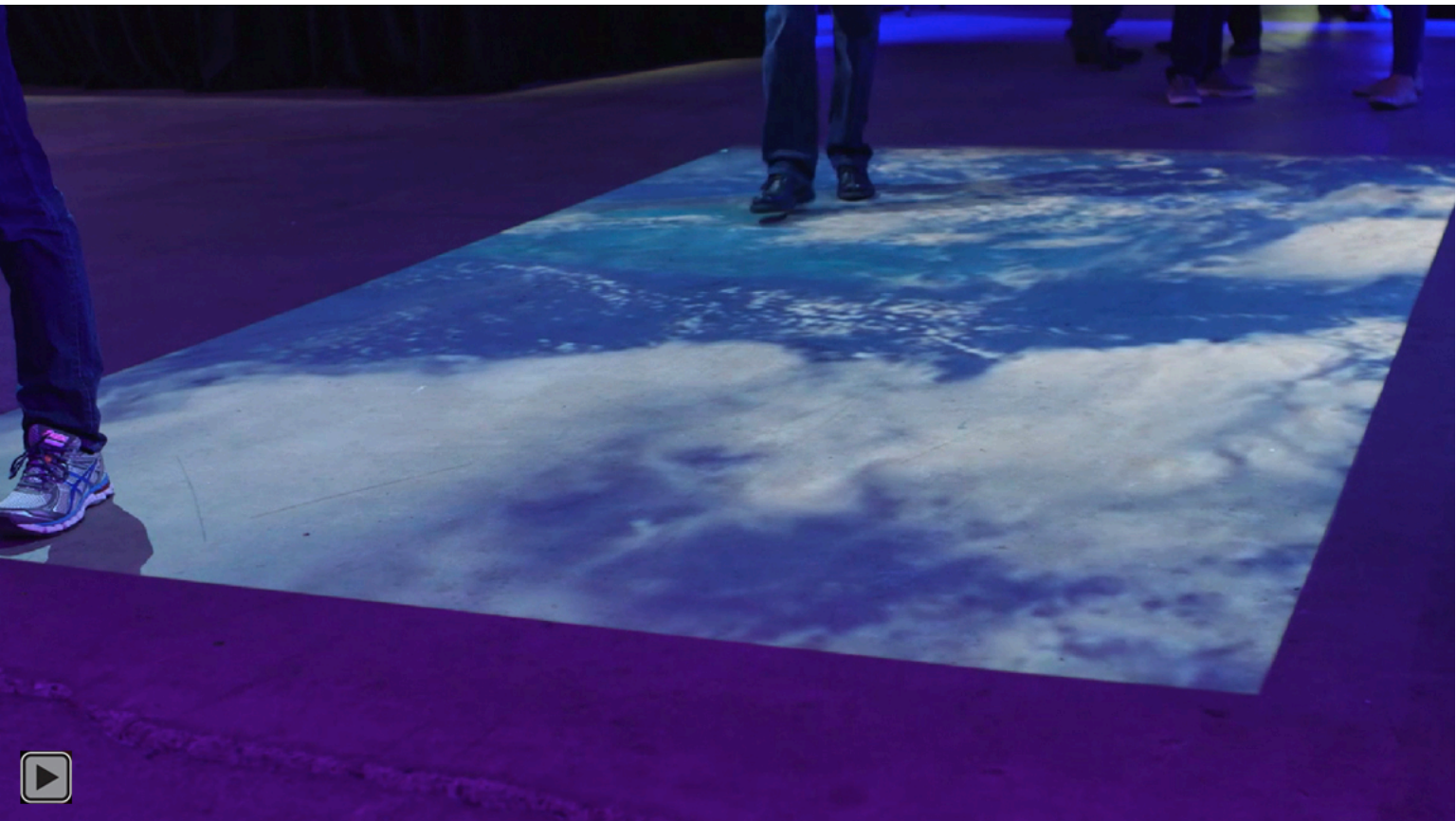
Add Some Talent

So many events follow the same approach. Build a stage, find out who needs to speak, prepare an agenda, do the show. What about adding some live talent to surprise your audience? It can be as simple as adding a professional moderator or you could source local singers to do some interstitials during the program. If you use them as individuals early on, and then use them together for a finale moment, then you have a metaphor for the power of people working together. On a tight budget? **Try sourcing some talent from local schools.** You will have to direct them, but the sincerity of their performance will be very attractive.



6 Patterns on the Floor

Transform a floor by projecting a texture to make it shimmer. Don't just project light — **project video like you see below**. Give mood lighting a new canvas—use this in a main walkway going into your event. If you want to increase the impact, you can match the effect from the Sochi Olympics and use two projectors from opposite sides to create a floor projection where people don't cast shadows!



7 Let Sound Make a Difference

How often do you ask questions about the sound system and just accept that the sound is loud enough? Why not let high-fidelity sound make an impact? It makes a huge difference! Have you fallen into the “corporate jazz” rut? **Think about the kinds of music your audience would appreciate and play that.** Standards like Ella Fitzgerald, older pop music, new pop music — any of which can truly bring your event to life. Worried about music rights? Check with your venue. Many have music rights agreements that will cover playing background music (not synchronized) at your event.



8 Smart Reveals

Whether you are revealing a new product, a guest speaker or a performance act, try thinking differently about the big moment. In ballrooms or theatrical settings, rely on the effects that have proven themselves repeatedly — hiding a stage behind a lit scrim (to reveal a band or guest speaker); using a traveler drape to expand and contract your stage; use a kabuki drop to reveal a stage. These effects are not as complicated or expensive as you think. In some situations, **using smart glass like you see here** could add to the drama of the moment by not revealing what is there until the glass is activated.



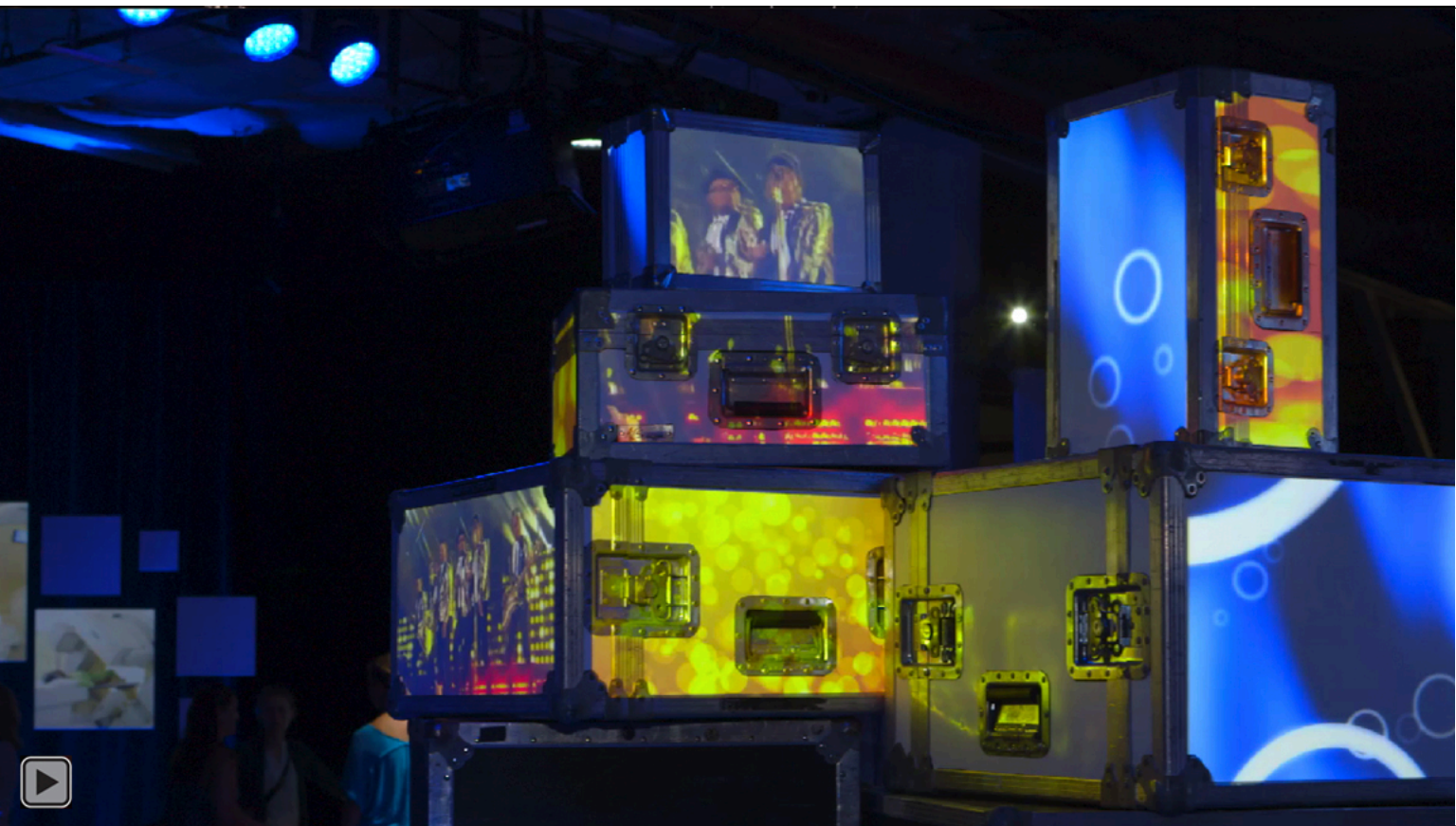
9 Custom Screens to Fit Your Space

Rather than settling for a stage and screen set that is a little too small or a little too big, **have the screen(s) made to order so the set fills the space perfectly.** Getting custom screens made is a fast process. You'll find that your screen becomes part of your scenic design and you can have custom or stock video elements used as backdrops. All combined, your stage and screens will have great presence in the room and you can always use them again and make them part of your design toolbox.



10 NextGen Projection Mapping

Did you know that the large-scale projection mapping you've seen on building exteriors doesn't have to be expensive or complicated to be effective? New systems for projection mapping incorporate graphics engines right into the mapping software, so instead of making a detailed map of an object, then creating content, then going back and programming it, it can be done in one step! Content can now be a simple compilation of images and video that are **projected onto existing elements like the white cases shown below**. Projection mapping is simpler to produce but still carries a lot of wow.



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