

BRING YOUR event to life



Auckland Convention Bureau Networking Luncheon 2015

Client Brief:

The Auckland Convention Bureau's (ACB) 2015 Networking Luncheon was held at the Hilton Hotel overlooking Auckland's beautiful viaduct. The purpose of the event was to provide a networking opportunity for ACB clients, and to showcase Auckland as a premier destination for business events. It was important to the event organiser to create a space that was sophisticated and stylish, yet showcase Auckland's natural environment.

Vidcom Solution:

Vidcom worked with the ACB's theming company, which developed a stylish and elegant forest theme. Our aim was to seamlessly integrate AV technology to complement this theme.

Prior to the event, we created a full 3D visualisation of the event with our specialist Vivien 3D Event Design software. This gave the client a detailed view of how the room would look and feel on the day. Vivien also generated a floor plan to assist the client with their planning and setup.

At the entrance to the room, a unique projection mapping solution was created. Forest imagery was projected on to semi-transparent material to create the effect of walking through trees. This was complemented by nature sounds played through two K8 speakers.

A range of screens across the room displayed moving video forest imagery to enhance the event theme. On the main stage, eight 55" LED screens were setup in portrait orientation to create a window effect. All of the forest video imagery across the event was filmed by Vidcom in locations around Auckland and edited by our creative team.

Vidcom also handled all audio and creative lighting for the event.

Client Feedback:

"I was delighted to work with Vidcom on our annual networking event in November. It is really important that we showcase fresh ideas and Vidcom embraced the chance to showcase their technical services. My expectations were exceeded by the creativity and delivery of the brief. The team were fantastic to work with, gave me great comfort during the planning stages, and delivered an exceptional service on the day."

**Jeanette Stanton, Manager - Sales & Marketing
Auckland Convention Bureau**