

# WHAT A WOMAN WANTS

Learn What to Wear & How to Dress



BRING YOUR  
**event to life**

## Farmers: 'What a Woman Wants' Show

### Client Brief:

The Farmers What A Woman Wants shows featuring the wonderfully entertaining Lisa O'Neill are super fun filled evenings where you can learn tips and tricks on what to wear, how to look gorgeous and be happy. Lisa will also take you through the latest fashion trends available from Farmers. This nationwide event takes place at Claudelands Event Centre twice each year.

It was essential that the Audio Visual component be sophisticated and ready to go upon Lisa's arrival. Farmers expected a seamless and professional service.

### Vidcom Solution:

The visual element of the show consisted of two 16 x 9 foot screens either side of stage. This was controlled using a Roland 1600HD vision mixer, which switched between presentation slides and a live camera feed.

For the audio, we utilised the installed JBL PRX612m speakers mounted in the roof of Claudelands, with the volume controlled from the Soundcraft SI 2 Performer digital console.

For Lisa's headset, the microphone quality was essential, and a Countryman E6 was used.

For the lighting, we had a basic stage wash that was controlled using the Soundcraft SI 2 Performer. Another great feature of this equipment.

### Client Feedback:

*"Farmers have worked with Vidcom over a number of years on our 'What A Woman Wants' shows, and as always their professionalism and efficiency is always delivered ensuring a successful streamlined event."*

**Kay Bodel, Events Co-ordinator**  
Farmers Trading Co Ltd