



## The New Zealand Tourism Awards

### Client Brief:

The New Zealand Tourism Awards are held annually to celebrate individual and business successes across the dynamic \$39 billion tourism industry. The awards are organised by Tourism Industry Aotearoa to provide a benchmark for excellence, inspiring others, and recognising industry alignment.

The brief for this year's event was to create visual impact on the delegates while also allowing videos, presentations, and camera shots to be easily viewed and changed throughout the night. The AV solutions also needed to tie in with the theme and feel of the night.

### Vidcom's Solution:

As all presentations and camera shots needed to stay in widescreen ratio, Vidcom created a 3-screen layout on the stage. This enabled all content throughout the night to be easily seen by delegates from all angles of the room. For the stage's branded light box to be displayed without obstruction, Vidcom's thoughtful team created a smaller central screen while still being viewable from afar. The fairy lights added to the stage, providing a subtle yet elegant backdrop to the presentation.

### Client Feedback:

“ It was great working with Jason, David, and the team. I really appreciated them being so agile on the day/evening and enabling us to make last minute changes to ensure the event ran efficiently, particularly around the videos and presentation. The room looked really great and the screens worked well in terms of being able to have the content on the screens as well as camera to screen. ”

**Tania** - Tourism Industry Aotearoa

