

'MORE FOR LESS' IS THE NORM THESE DAYS

www.avimages.com CASE STUDY

Not unlike many of our other clients, NCSDC approached this year's event – their NCSDC Awards Gala – with goals that have become the mantra for 2009: more for less. In the tough economic landscape that everyone is dealing with organizations everywhere are tasking themselves and their partners to be creative and resourceful – creative in solution design and budgets as well resourceful in service offering.

The challenge was not a new one for AV Images and we took it on with enthusiasm. Our goal was to deliver the audio, lighting, projection and video content production as well as manage the actual "Live" production and provide additional lighting for the event – a perfect fit for what AV Images has been specializing in for over 20 years. Yet even a perfect fit presents challenges – it needed to be better than the previous year's production, cost less, integrate a Bollywood theme, and support a tremendous number of program participants.

Because this was an awards ceremony, it meant there would be categories of finalists along with winners in each category. With over 20 candidate finalists and 8 category winners, timing would be critical and handling issues like absentee candidates would be essential.

For the creative treatment the answer came from the clients theme itself, Bollywood. If there's one thing you think about when hearing the term, you think movies. So AV Images approached the event like a major movie awards event and drove all the interactions back to video. This meant shooting live interviews, capturing candidates on video, editing, creation of some simple graphics and video animations that went with the theme and post-production of the content, along with audio production, and creating a final product that would bring life and energy to the event.

The result? A well timed 27 minute program that was to tell the story and be the actual presentation piece of all the candidates and finalists and met every need.

Dual projectors shooting the themed graphics, video rolls and Image magnification against a pair of screens, along with coordinated simple lighting that color transitioned in unity, created both a show and dining atmosphere that was elegant. Audio support was engineered to drive the show's soundtrack, while also providing interlude music and main speaker amplification at the podium. Photos were taken before & during the show imported into a slideshow loop that included sponsor slides and were leveraged on the screens during dinner. Lastly additional lighting treatment was provided in the entry foyer and robotic lighting helped to illuminate a dance floor in a separate area for the after party.

As with any event that AV Images works on, the goals are three-fold:

- A production that clients are proud of,
- A budget that works for everyone, and
- The right technical and staff resources to pull it off.

Did AV Images meet its three goals? We think so.

Did NCSDC get what they wanted? More for Less? **We know so.**

Call us today
800-801-1500

