

Case Study



Client: Amdipharm/In2focus.
Delegates: 80.
Event: Annual Sales Conference.
Duration: Two days.
Venue: Staverton Park, Daventry.

Brief.

To provide a bespoke stage set with full audio and visual specification.

To provide a movie making team activity.

To provide evening awards dinner and room decoration based on the same theme.

Result.

Serious Fun Events were delighted to be called upon

to organise the Amdipharm/In2focus annual sales conference at Staverton Park Hotel, Daventry. SFE were given a budget to work to and a tight time frame for production and set up.

SFE put together an excellent conference package consisting of staging, backdrop, company logo's, back projection screen, lighting effects, lecterns, radio microphones and full technical support throughout the conference.

SFE also hosted superb team activities based on their 'movie making theme'.

Delegates were split into eight teams, each of which became a movie studio. After briefing, teams selected cameraman, actors, director, producer and wardrobe, before embarking on making movie history. The teams had to film a 3 minute short movie from a classic Hollywood film. They wrote their own scripts, chose costumes from the wardrobe and operated both camera and sound. After all the movies were finished, SFE edited them into a finished piece.

The dining room was decorated in a glamorous Hollywood theme, with backdrops, palm trees, lighting effects and staging with giant Oscars, lights, back projection and full AV specification. All of the movies were screened and nominations for 8 categories were announced. The winners each received an Oscar.

