

EVENT PLANET CASE STUDY



WHO	Vodafone Australia
WHAT	End of Year Celebration
WHERE	Carriageworks Performance Space, Sydney
WHEN	December 2007
HOW MANY	1,250 Guests

EVENT BRIEF

To create a cutting edge end of year celebration, delivering on innovation, entertainment, brand and budget, ensuring guests experience a WOW factor.

1,200 Vodafone staff and partners were transported to CarriageWorks and the night that unfolded had them talking about it for months after. Through state-of-the-art multimedia installations, Event Planet transformed the venue spaces into "Innovation Nation" a futuristic wonderland with a 3D gas planet solar system, 20 metre long space ship animated with video projection, a 50 metre high animated circuit board with 3D eyes that followed guests around the room, reminiscent of Tron!

Guests passed through a 9 metre long morph wall of 3 dimensional figures appearing and disappearing, creating a contemporary shadow play into a futuristic vista a bevy of other worldly entertainers from the UV Warriors on unicycles, the world famous Laserman 4D show and the infectious grooves and sizzling horns of the Martini Club.

Quoted as the best end of year celebration event in 10 years, Event Planet successfully produced this event for three consecutive years in 2005, 2006 and 2007.

SCOPE OF SERVICES

Event Planet provided the Design & Management Services for the following components of the event; Theming Concept & Installation, Venue, Catering, Technical Production, Running Schedule, Entertainment, Onsite Staffing, Bump In & Bump Out, Transport, Delivery & General Client Administration and Support.

THE RESULT

"What a fantastic result with the Vodafone End Of Year Party! Thank you for your care and attention to detail. It ensured our event was "FIRST CLASS."



event planet

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