

## EVENT PLANET CASE STUDY



WHO	Sony BMG Music Entertainment
WHAT	Digital Partners Event
WHERE	The Mint, Sydney
WHEN	2005
HOW MANY	60 Guests

### EVENT BRIEF

To design a first class presentation and degustation lunch event, creating a unique event format to entertain, educate and update VIP Digital Partners on the current local and global market trends in digital services.

Guests were invited to meet the 'Hottest Stars on the Planet' and experience an all star line up of Sony BMG artists, a mecca of Australian talent including a spine tingling performance by Paulini. From the presentations on global directions of the media industry through to the mouth watering 5 course lunch, the event was a huge success and garnered media and industry exposure, exceeding the clients expectations.

### SCOPE OF SERVICES

Event Planet's scope of services for the event included Site Inspections, Supplier Briefings, Venue Liaison, Catering, Running Schedules, Progress Updates & Meetings, Creative Input & Delivery, Theming & Design, Invitations, AV & Staging, Hire Equipment, Entertainment & Performers, Signage, Client Gifts.

### RESULT

*"On behalf of Sony BMG Digital Services Team, I'd like to say a big thank you for organising and orchestrating such a wonderful event yesterday.*

*Our partners were absolutely thrilled with the venue, catering and service that were provided by you and the staff at The Mint. Feedback was very positive about the whole day in fact... and you were integral to it!"*



event planet

Event Planet Pty Ltd  
10 Heeley Street  
Paddington NSW 2021  
Australia

T +61 (0) 2 9360 0672  
F +61 (0) 2 9360 0673  
E info@eventplanet.com.au