

EVENT PLANET CASE STUDY

BONDS®

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| WHO | Bonds (a Pacific Brands Company) |
| WHAT | Sales Conference & Fashion Shows |
| WHERE | Bonds Training Centre and Production Warehouse, Wentworthville |
| WHEN | 2006 - 2007 |
| HOW MANY | 120 Guests |

EVENT BRIEF

To produce bi-annual conference and fashion runway events that generate excitement and sales of the latest Bonds product range and inspire the sales team to engender customer loyalty to the brand.

Our expert event production team, supported by lighting specialists, worked tirelessly to create full sensory and multi-media fashion experiences, from choreographing and styling up to three shows, building an extensive catwalk, adorning the stage area, to atmospheric lighting and an enhanced sound system.

Choreographed lights and decoration of the production warehouse, enhanced the impact of these unique events. Transforming the onsite venue into three separate venues also provide the client with a cost effective event solution for their events and enabled special guests to see their facilities.

SCOPE OF SERVICES

Event Planet's scope of services for the event included: Conference Design & Concept, Venue Conversion & Event Build, Catering Management & Liaison, Technical Design & Management, AV Operators & Technicians, Running Sheet Management, Stage & Performance Management, Entertainment & Speaker Management, Brand Implementation, Progress Reviews & Meetings, Event Management & Staffing Onsite, Bump In & Bump Out Support, Transport & Delivery, General Administration & Client Support.

THE RESULT

"It has been an absolute pleasure working with the team at Event Planet. The success of our last two seasonal launches were due to their creativity and passion for the Bonds Brand. We could not do it without you and look forward to working with you on the next launch!"



event planet

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