

EVENT PLANET CASE STUDY



WHO	Sony BMG Music Entertainment
WHAT	Christine Aguilera Album Listening Party
WHERE	Dragonfly, Sydney
WHEN	2006
HOW MANY	250 Guests

EVENT BRIEF

An Australian Premiere - To launch and showcase the Christina Aguilera "Back To Basics" music video and album to VIP's of the Australian music industry and media. The underlying objective being to reinforce the Sony BMG and Sony Ericsson brand as the industry leaders in their respective markets.

The challenge to engage and entertain entertainment industry "royalty" was successfully achieved and guests were invited to experience the new album within 'Club Christina', a definitive destination for socialites. Guests partied within the elevated private gold velvet booths, blue suede day beds and a panther inspired private VIP room and were entertained by our big and burlesque show and a fiery choreographed dance show.

SCOPE OF SERVICES

Event Planet's scope of services for the event included: Site Inspections, Supplier Briefings, Venue Liaison, Catering & Beverages, Hire Equipment, Running Schedules, Progress Updates & Meetings, Creative Input & Delivery, Floor Plan, Theming & Design, AV & Staging, Entertainment & Performers, Interactive Entertainment, Celebrity Guests, Email Teaser, Invitation Design & Printing, Event Registration Service, Security, Themed Guest Gifts, Competitions, Media, Nametags & Lanyards.

RESULT

"Event Planet exceeded our expectations on all levels."

Your commitment, professionalism and flexibility makes our brand look great!"

