



MAKING IT SPARKLE

I was sitting across from my new client, who was looking at me with a burning sparkle in his eyes. "It's like this" he said, "I want to do something never done before".

I stopped breathing. Could this be the event I had been waiting for?

He paused for dramatic effect "I was thinking, the whole room is white.....".

I remember thinking; keep smiling and nodding, smiling and nodding. His concept included a string ensemble, a circular bar and a list of the usual suspects we'd all done a million timesnooooo!

As the client, he got his white event. It literally snowed white inside. All our waitstaff were in white and had stylised white painted faces. We even gave out snow goggles on arrival. Just when all the guests were about to go snow crazy, we spun the whole event. All the staff arrived on the floor in primary colours, the lighting changed and made the room look as though it had been drenched in paint and then in a flash, we changed the furniture to reflect the new colour pallet. All done fast and seamlessly. The whole event had a new look; as guests stood there.

An event within an event. Keeping guests on their toes and guessing always makes the event more memorable.

So, what can we do to create that extra zing? I mean with \$10 million there is not much you can't do, but that's not the point. What can be added to an event to make it stand out or to use the current buzz word "pop"?

Following, are a few ideas for making your next event sparkle a little more, without killing you or your budget.

Some of these are "of courses", but still pack a huge bang for the buck and if used correctly are not that kitsch and actually add fun (a word we don't seem to use a lot these days).

How many times have you used bubbles on an event? Granted, very 60's (that's 1960's for all the millennials out there). Yes, a little old fashioned, but always fun. Cheap, easy to install / operate and nothing beats bubbles cascading down over guests. A great way to get your audience smiling.

Snow is always a winner. The illusion of snow at any event, particularly if you are in a city that does not normally have snow, is nothing short of magical! Music to cover the noise of the snow machine and the effect is well worth the spend.

Colour is far too underrated these days. White is the new black and grey the new white. Let it go! Head for primary colours, foils, textures and patterns. Make the room buzz. Its proven that colour invigorates people, so use colour to spice up your event and the guests there. Choose your colours boldly! Mix your lighting with fabrics, cushions with drapes and make the room explode. Use electric fans to make the colours move and come alive. Leave your guests no choice but to talk, laugh and engage.

Smell is something that definitely does not get used a lot. Yet we are manipulated by it all the time. Every time we go to the movies and smell popcorn, the smell is being pumped in to entice us. So, use it. There are companies that offer smells. Fill the room with uplifting smells or create a smell for you next event. Make the room smell like chocolate, or strawberries; limes or sandalwood. Take your space to the next level!

Don't be bound with the look guests arrive to. Be bold and change the look, style, feel and experience on your guest's, mid-way through the event. Do more than just a lighting change. Use all of the above ideas and more, to flip or change the event, as they watch. Use colour, imagery and AV to "trick" your audience into an altered reality.

So many options are available. The above are just a few simple things that can have huge effect. With a little thought, bravery and budget; imagine what you can do for your guests?