

CASE STUDY

INC. 500 | 5000

Awards Ceremony

THE CHALLENGE

Create a fast-paced exciting ceremony to showcase winners from the fastest-growing private companies in America. Highlight the Top Ten companies leading to the #1 honoree through a dramatic countdown. Then, honor all the attending winners as they come onstage to be recognized - 500 individuals in all.

THE SOLUTION

Prior to our involvement, previous events had been disjointed and tiresome, running far over the allotted time leaving attendees exhausted and heading for the door. In order to turn this around we focused on the flow of the evening, dividing the program into segments and orchestrating breaks with the catering staff. After attendees enjoyed the first two courses of their dinner, and at the natural break before the entrees were served, the Top Ten winners were honored from the main stage. Then, after dessert was served, presentations continued from two lower platform stages constructed on the ballroom floor immediately in front of the main permanent proscenium stage.

By adding two lower stages, we eliminated the time-consuming reality of having 500 winners ascend and descend this theatrical stage. Each winner was photographed and greeted by a VIP presenter as a live voice-over talent announced each winner. Simultaneously, the company's pre-designed "slate" of information appeared on multiple screens, and a live 8-piece band accentuated all of the action.

After the last winner crossed the stage, 1000 balloons tumbled to the dance floor and the band kicked off the party to celebrate the momentous occasion.

THE RESULT

The streamlined yet energized ceremony ran 90 minutes less than the previous year. The enhanced setting and live music helped maximize the energy level and excitement throughout. Attendees were honored by an elegant dinner, a lively awards presentation, and still had the energy to party and dance well into the evening.



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