

SOLUTIONS FOR SUCCESSFUL EVENTS



LIGHT UP YOUR EVENT

Create drama. Add elegance. Set the mood.

Undeniably, lighting makes the biggest impact on the visual appeal of your event. It is the element that can have the single biggest impact in transforming an event space and in creating a truly distinctive and original environment. Unfortunately, it is also the most under-budgeted and least considered.

Chances are, you haven't really given it much thought. After all, there are plenty of overhead lights, right?

Don't overlook the importance of lighting! You're going to all the trouble of putting together your event, make sure your audience's attention is exactly where you want it.

Here are some things you should be thinking about prior to getting into the heat of the planning process. You'll see that there's a lot more to lighting than you thought!

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LIGHT UP YOUR EVENT

Functional Lighting

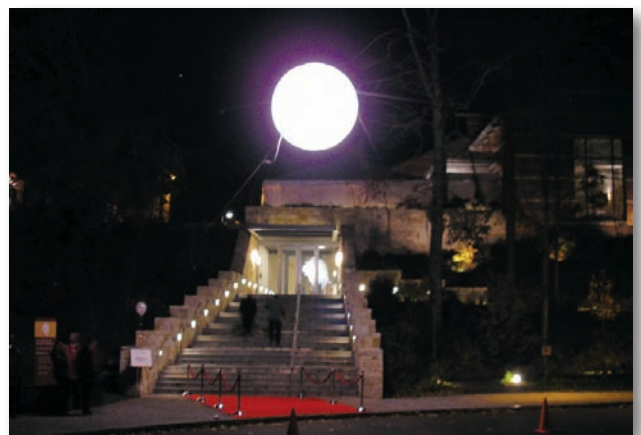
... ensures that your audience will see what you want them to see!

You need to draw your guests' attention to where you want it – otherwise their eyes and attention will wander. When they enter the room what do you want them to focus on? Décor? Stage set? Product displays? Easels? Buffet? Your logo?

During the event, is there a presenter or performer on a stage? Are they using a lectern or are they roaming around? Will they appear on a video projection screen? Different light levels and color requirements are needed to satisfy video cameras. A built-in lectern light may be enough for a speaker to see his or her notes, but not enough for the audience to see the speaker – or for a video camera to get a good picture.

DON'T FORGET EXTERIOR LIGHTING

Have you thought about lighting the outside of your event space? To make a great impression on arriving and departing guests, nothing has a more dramatic effect than lighting the outside of a tent or the entryway of a building. What about the parking lot...if you're using a non-traditional venue, can your guests find their way safely in and out of the event space?



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Aesthetic Lighting

... where the transformation and drama come in!

AMBIENT LIGHTING

You never want your room too dark, but you certainly don't want the lights on full blast. Manipulate your environment with a warm glow. Blue and lavender will give a "cool evening" feel; amber, red and yellow turns up the tempo and adds visual and energetic "heat."

Up-lighting is a great way to soften the walls, warm up a room and even highlight the architectural elements of the venue. Generally these lights are inexpensive, easy to set up and can be plugged in to standard wall sockets.

DECORATIVE LIGHTING

Keep in mind that deep, saturated colors are often used to enhance décor and create a mood.

Light up specific décor items such as floral arrangements, centerpieces, podiums, props or buffets. To do this right, you must consider the location of the lighting fixture and what it is hung from— and you must be careful not to shine lights in guests' eyes!

Project an image. Gobos are lighting accessories placed inside a light and is used to project simple text, logos or other multi-color images. They can also be patterns used to create depth and texture on the ceilings, walls or floor.

Illuminate the dance floor— it encourages guests to become part of the event. Put your guests in the spotlight or among swirling beams...project something onto the floor.

Lighting not only enhances a room, it can also be used to take away emphasis from other areas, or to draw attention away from those parts of the room that aren't in use for the event.



Caution!

As we mentioned, there are many ways that lighting can truly dramatize your event. Even if you choose to go all out—it may not even be that costly. But here's a word of caution: you may not want your audience to get the impression that you were fiscally irresponsible. Your event production company can show you the many ways to greatly enhance your event without it appearing overdone.

LIGHT UP YOUR EVENT

Logistical Concerns

Whether your event is taking place at your own location or off-site, you will need to know the answers to these questions:

- 1 Does the facility have sufficient power or will a generator be needed? Power determination should always be assigned to a qualified electrician. The concern is not just about the number of lights but also about what other things are sharing the electrical service in the building.
- 2 Do specific local regulations and permits need to be considered?
- 3 What is the height of the ceiling?
- 4 If darkness is important to a presentation, are there any windows or skylights that need to be covered?
- 5 If there are already lights in the room, can they be re-directed for your particular setup? Can you light your performers or presenters from above?
- 6 Can room and stage lights be controlled, turned down quickly and easily, for video projections?
- 7 Lights take time to set up. Does your load-in schedule have an installation time you must adhere to?
- 8 Is your venue a union site or are there restrictions on who can hang lights from the building structure? There can be charges involved that you'll need to anticipate.
- 9 If you're hiring a lighting contractor, do they have the proper liability and workers compensation insurance?



LIGHT UP YOUR EVENT

Why Event Resources?

- **Creativity.** We respond to your specific wants and needs with customized solutions. No event is too small, no challenge too great.
- **Peace of Mind.** We provide the comfort, lack of worry and a sense of security to your event experience. We anticipate your needs, sweat the small stuff and thread all the pieces together—so you don't have to.
- **Personal Attention.** Our staff personally manages each client relationship and directs the execution of all events. We become an extension of your team...partnering with you in every sense of the word.
- **Expertise.** With decades of combined experience, something more than experience is at work. Call it passion. Work ethic. Dedication to getting things right. Our talented team has what it takes to help you achieve your event goals.
- **Value.** We deliver the highest possible standards whether your budget is large or small. We empathize with you during these challenging times and will work with you to pull off that event in a way that is affordable and successful.
- **Quality.** We're on-hand 24/7 throughout the duration of a project to manage quality control and to ensure that your event is problem-free.

Event Resources offers comprehensive event management and production solutions that leave lasting impressions. We provide behind-the-scenes logistical and technical support for a wide variety of events.



The Event Resources Team
who makes you feel like you're on cloud nine.

From initial creative development to every staging detail and beyond, our services include, but are not limited to:

- Staging
- Lighting
- Video Services
- Sound
- Stage Management
- Tables & Chairs
- Tents
- Event Management
- Pipe and Drape
- Banners
- Temporary Power

To find out more about Event Resources or about how you can produce outstanding events, please call us at **860-528-1343** or email events@eventresources.com.

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