

SOLUTIONS FOR SUCCESSFUL EVENTS



VIDEO PROJECTION

There's more to know than you think

More than ever before, we live in a visual world. "A picture is worth a thousand words" sums it up well. Every day, a multitude of images silently scream out their messages to you. Whether you are happy with this trend toward increased imagery or not, you must fulfill the expectation of your audience and recognize its value at your events.

Video, fast becoming one of the most creative mediums in event production, is now being used at even the smallest of events. It allows for vast possibilities when delivering a message, sharing information, tapping into emotions or dramatizing an event. Video projection is a great way for you to visually connect your audiences with your messages and your mission.

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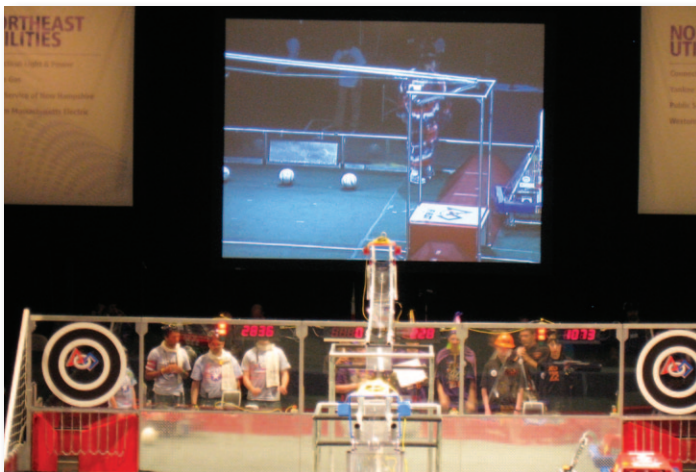
VIDEO PROJECTION

Use video projection when you want to:

- show data
- support a verbal presentation
- ensure that everyone in the room can see your presentation
- bring your message to life by magnifying it
- acknowledge your sponsors and guests of honor
- bring elements into the room that cannot be physically brought in. (For example, at a fundraiser gala you may want to show children on a playground; for a corporate event, you may want to show a real-world application or a product in use.)
- add visual interest



2 screens are used here, 1 for information, the other for image magnification. (Note the person speaking is projected on the screen.)



This screen projects live action . . .



. . . and this screen projects data.

VIDEO PROJECTION

Typically, there are 3 things that are projected

1. PowerPoint Slides – Use a big font, skip the animation and keep the content to a minimum.

2. Videos and DVDs

3. Image magnification – (better known as IMAG), which is live camera work – think of a presenter being magnified on a video screen.

If you plan to project images from more than one of the above sources, you need a switching device. With this device, you can easily switch between images and sources.

How many screens, how big and where should I place them?

To answer these questions, you must consider these 3 factors:

1. Amount of people in a room

Generally speaking, the more people you have in a room (or the further away your audience is to the images you're projecting) the more screens you should have and/or the larger they should be. BUT, you also must consider the...

2. Size and layout of the room

If your room is wide you probably will need 2 or more screens across the front so that people on both ends of the room have a good view. If you only have one screen, there's a good chance that some of your audience will be off to the side, at a sharp angle to the screen. Have you ever watched TV from the side? It's not a great viewing angle. If this is the case, make sure you have multiple screens so people have a view that is relatively straight on

If your room is narrow and you have a small crowd, one screen will probably do. Just make sure your image size and/or screen size is adequate for all to see. If your hosting a large crowd in a long and narrow room and you don't think that the people in the back can see your presentation or the screens in the front of the room, you can put additional screens midway in the back of the room overhead or along the sides.

3. Content and size of image to be projected

What's being projected will help determine the size and number of projection screens. If you're showing mostly images, sponsorship logos and large format text, your screen can be smaller. If your presentation is heavy with data and text, you want a larger screen to ensure everyone in your audience can see.



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How bright should the projectors be?

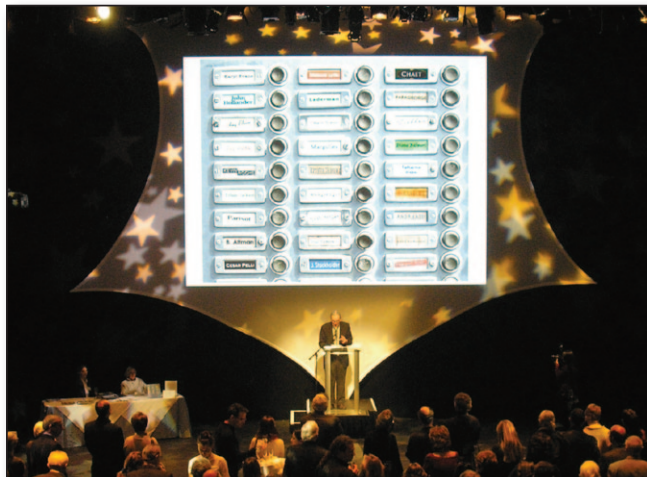
Projector brightness is rated in lumens, which is an indication of the overall brightness that a projector is able to produce. Achieving the right brightness for your projection depends upon these factors:



- **Brightness of event space** - You won't need maximum brightness if the room is dark and you're not fighting ambient light. On the other hand, if there's any kind of light in the room, your projector needs to be of the brighter type. Or, you need to darken the room! Find out how bright the room will be. Is there light directly over the area where you will project an image? Will you be fighting ambient light? Will you need lights on for note taking? Will there be uncovered windows?
- **Subject matter** - If you're projecting detailed, intricate work, then it's important that everyone can see the details, so a bright projector is necessary. But if you're projecting large, bold words or images, brightness will be less of a priority.
- **Image size** - The larger the image is that you are trying to project, the brighter the projector will need to be if you want to overcome ambient light and still see a nice, vibrant image.

In all cases, the brighter the projector you get, the better your projection will be. But, since budgets often dictate purchasing decisions, just make sure you get at least the minimum brightness required for your needs and the brightest projector you can afford.

What screen is right for you?



Although it looks like a backdrop, it's a video-created projection.

The traditional square projection screen is becoming a thing of the past. Unless your event is a straightforward business meeting, there are other options to consider. More and more organizations are going with stretch fabric screens...the unusual shape adds punch and visual appeal to their events. There are also alternative options that include projecting onto tents, sides of buildings or other alternative surfaces.



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Rear vs. front projection

Rear projection

Projecting your images from behind the screen is typically the most desirable way to go. Rear projection eliminates the potential noise to your audience, won't take up floor space and you won't have to worry about someone accidentally walking in front of the image. The one downside is that you'll need a lot of room behind the screen.

Front projection

Projecting your images from the front will probably enhance your image quality slightly, but you need to consider the logistical obstacles.

- Since the projector will be in the audience, chances are that those sitting near to the projector will be distracted by its noise.
- You will have to adjust the seating so that the projector is properly placed.
- You will need to tape down the wires carefully to prevent the possibility of people tripping over the wires.
- Realize that at some point people will probably be walking in front of the projected image.

If front projection is your only option, you can avoid these obstacles by hanging your projector overhead. However, not all event spaces have this flexibility.



VIDEO PROJECTION

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
- Lecterns

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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