

It's All in the Details)

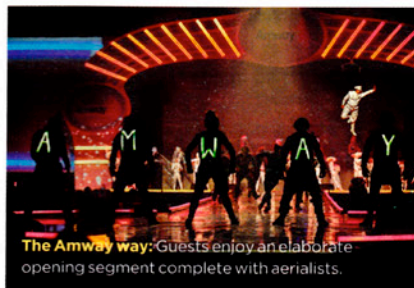
Going Big

Big show: To rein in the huge event space—an airplane hangar—the event team developed a huge center set piece: a 15-foot-tall LED screen.

EventWorks and its team had big plans, but weren't afraid to make big changes to ensure success for Amway China

A whopping 1,600 guests were treated to a whopping closing night gala for top Amway China salespeople, held in Hawaii in February. And as any event pro might expect, the road to the event's success was paved with whopping challenges.

Lead company EventWorks, an event production powerhouse based in Los Angeles, already knew the client well, having created a series of galas for Amway China three years earlier. As a result, the EventWorks team was well-versed in the group's unique requirements. For example, not only does the affluent Chinese audience expect an elaborate, extravagant opening to shows, but Chinese visitors must jump through hoops to visit the U.S., including obtaining exit visas and promising to adhere to stringent



The Amway way: Guests enjoy an elaborate opening segment complete with aerialists.

regulations governing their behavior—a tactic designed to reflect well on the Chinese government. “We noticed that the guests were exceptionally elegant,” notes EventWorks president Janet Elkins, who oversaw production with her partner, Ted Bowers.

The event venue—a hangar at the Pacific Aviation Museum in Pearl Harbor—hit an emotional chord with guests, as it houses some of the famed “Flying Tiger” airplanes used by America to defend China during World War II.

The evening treated guests to a reception and gala dinner packed with entertainment. Keeping in mind the oversize scale of the room, the event team developed an eye-popping center set piece: a massive circular LED screen 16 feet in diameter and 15 feet tall. “The screen used 254 of Vision’s 15 mm flexible LED tiles and was hoisted up and down at various times during the show using high-speed motors,” Todd Roberts, president of Brea, Calif.-based Visions Lighting, explains. “Six cryo jets added at the bottom of the screen enabled producers to turn it into a launching ‘rocket ship’ during one show sequence.”

In keeping with the show's theme of “Reaching New Heights,” the “rocket” launched, followed by aerial performer

Photos by Austin ImageWorks