



### OSCAR TIME

Thousands of clear glass tubes suspended from the ceiling of the Kodak Theatre ballroom served as the dominant, striking decor element at the Academy's Governor's Ball, produced by Sequoia Productions.

### TRENDS

- "With three more local Whole Foods stores on the way, and the word *organic* on every other menu item at upscale restaurants, it's a term caterers are hearing requested more and more. 'It's a buzz-word, and that's a good thing,' says Abigail Kirsch, Caterer & Events' Carl Hedin. 'And it reads well with guests.'" *"3 Catering Trends for 2006," February/March*
- "As the event profession's profile rises, more colleges are offering related classes—and students are flocking to them. 'Ten years ago, I was lucky to get 20 people in my courses per semester, and now I'm teaching 150 students per semester,' said George Fenich, professor at the University of New Orleans." *"Getting Schooled," April/May*

**"Call it gauche, or call it an unexpected way to get more post-event buzz, but these days event guests are using eBay to turn their goodie bags into cash."**

*"Gifts That Keep on Giving," June/July*

### NEW STUFF

- Riptopia introduced two services for customizing iPod content for guests: loading images, audio, or video files captured at an event and distributing the players after the fact, or preloading content onto iPods serving as parting gifts.
- Levy Lighting in New York introduced its Pronto line: a series of battery-powered light fixtures that includes a programmable LED system that can change colors, operate via remote control, and last for more than eight hours.



### QUOTED

- "We also built an online registration site, calling it OurSpace, a play off of MySpace [which is now owned by News Corporation]. We encouraged executives attending the conference to post a profile, along with additional information about themselves." *Event Planner of the Year Jeff Earl, director of event planning, News Corporation*



- "We're reviewing all of our events, asking: What is the communication need behind each one? Rather than huge 10,000-person events, we're getting around to the same number of people through smaller formats to allow for a higher level of interactivity." *Event Planner of the Year Joe Billone, vice president of communication and events, North America, Avon Products Inc.*

- "After several years of [spending the U.S.] budget on advertisements in a few bus shelters and phone booths, I came back to my client with a proposal to transfer the advertising funds into public relations—specifically more trade and consumer events—because I thought it would be more effective in building the brand." *Pamela Wittman, founder of PR and marketing company Millissime Ltd.*



- "It used to be that companies kind of threw money at sponsorship and hoped for some kind of ROI. Companies have gotten more sophisticated and are actually establishing metrics to measure the success of a particular sponsorship even before they sign a deal." *William Chipps, senior editor, IEG Inc.*
- "It used to be that last-minute events were six months [from the scheduled date]. Then it was three months. Now it can be three days." *Stacy Stern, president, the Special Events Group*