

Case Study **01**

Alzheimer's Association Global Meeting / Copenhagen



Managing the Difficult Space

*Stage Right Maneuvers Around the Immovable
for Alzheimer's Association International Conference*



Pillars. Many, Many Pillars.



Obstructed views are a matter of choice at music and sporting venues. You willingly pay for a less than optimal experience.

Association annual meetings are an entirely different story. No one chooses to miss essential information. Attendees expect and deserve to fully experience every presentation where they sit, no matter what limitations a venue presents.

Over the course of its 20-year relationship working with Alzheimer's Association – the leading voluntary health organization in Alzheimer's care, support and research – Stage Right has consistently met the needs of producing this massive meeting in different landmark cities across the world.

Global associations have specific requirements when holding such a huge annual gathering to present information to thousand of members. Among them are to host an exceptional, yet cost-conscious, meeting.

All matter of light, sound, video, staging and pre-production services make up every meeting, and Alzheimer's Association has come to trust Stage Right's ability to deliver precision-crafted events and handle uncommon issues that crop up – even imposing, immovable ones.

The 2014 conference in Copenhagen, Denmark presented one the most complex challenges of any Alzheimer's Association meeting to date.

“The association expects flawless execution of all live presentations.”

Stage Right and the Alzheimer's Association typically conduct a joint site review to assess the space for any obvious impediments. In this case, there were lots of them.

As Scandinavia's largest conference and exhibition center, Bella Center Copenhagen was the only venue large enough to accommodate the 5,000 plus attendees, but large structural pillars running down the room's spine that hold up two rows of skylights presented far too many obstructed views.

“The association expects flawless execution of all live presentations,” says Ovidio Urcina, Jr., president of Stage Right. “For the Copenhagen meeting, we needed to maintain the attendee experience while also retaining high production value in the look and feel of the event accomplished consistently in previous years. We couldn't change the space, so we applied our technical know-how to deliver a solution.”

That meant a traditional widescreen or three-screen video solution at the front of the room would come up short. In addition to the keynote speakers each day, the space would be utilized for the presentation of major studies and research. Every attendee in the room needed an unobstructed view.



“Attendee satisfaction was exceptionally high, and everyone could see despite the obstructions.”

Screen Time

Stage Right set to work. Its planners and technicians analyzed sightlines, breaking the room into several zones, and determined that the space required screens. Lots of screens.

The solution was two-tiered approach of eight screens covering all zones. A single large screen centered in back of the stage and podium were flanked by a mix of two different-sized, smaller screens on either side to show IMAG (Image Magnification), presentation slides or supporting graphics. This blend created visual interest, and allowed presentation of secondary content. Three delay screens were positioned mid-way in the space for attendees in the back third of the seating area.

Experience, flexibility and speed helped Stage Right deliver this significant workaround. Membership in the international AV Alliance allowed the company to immediately tap in-country equipment and resources to fulfill technical and logistical challenges, while also saving clients money on services. Stage Right used local talent to manage the additional eight breakout presentation rooms, while its U.S.-based team focused on the main meeting area.

Zero issues

Over the course of five days and 68 presentations, Stage Right stayed attuned for any hint of attendee issues. None materialized.

“Attendee satisfaction was exceptionally high, and everyone could see despite the obstructions,” says Ovidio.

“Stage Right has become an extension of our Association and are like family,” says Darren Mendola, CMP, Senior Director, Conference Services, Alzheimer’s Association. “We trust and value our partnership. They have a key role in the success of our meetings.”

Event Production Planning Reminders

- Always conduct a joint site visit. The client and the event production partner will view spaces and their challenges from different viewpoints.
- The larger the space, the greater the potential production issues. Large 5,000 person conference halls present unique concerns compared to 1,000 person hotel ballrooms.
- Ensure production partners can access additional equipment and resources as needed.

Stage Right, Inc. is a Chicago-based global audiovisual and live event production company. It creates precision-crafted corporate and association events via light, sound, video, pre-production and production management services. The company's proprietary StageCraft™ production planning process delivers innovative, budget-conscious and flawless event execution that has satisfied hundreds of clients over thousands of events in North America, South America, Europe, and Asia since 1991.

For more information, visit Stagerightinc.com.

**When planning your next corporate or association meeting,
the first place to go is Stage Right.**

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