

## “See More of Life” Medical Conference Hotel Opera, Valencia, Spain



### **Event objectives:**

The Client sought “something different” with a “wow factor” for their medical conference.

### **Areas of responsibility:**

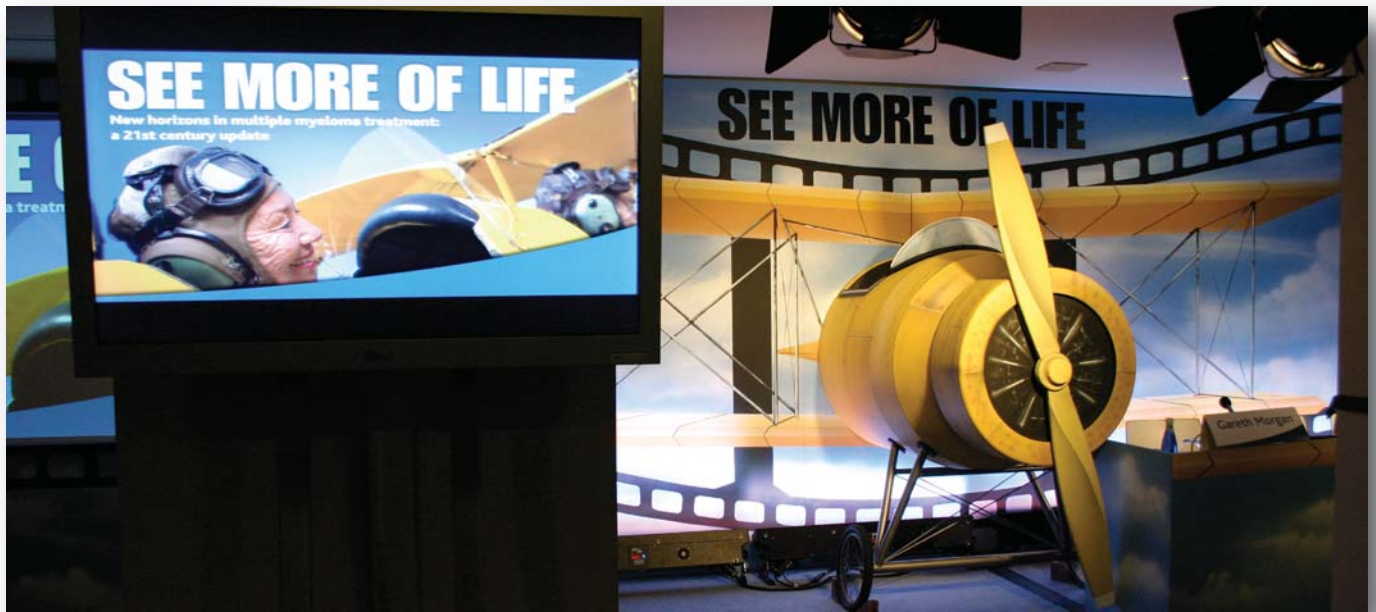
QAV were responsible for liaising with the Client regarding set concept and then designing, building and managing the stage set during the live event. QAV sourced the stage props, including a MG sports car and oversaw the design and build of a bi-plane. All audio visual elements were provided by QAV, including: integrated screens, interactive presenters’ podia, interactive audience handsets with SMS capability and instant voting capability, lighting, sound, presentations on-screen, vote reporting, video recording and editing (during the event), along with post-event production DVDs for the Client to distribute to a wider audience.

### **Target audiences:**

100PAX medical professionals in classroom style.

### **Event strategy:**

QAV sought to provide a professional conference with a highly creative stage set, which mirrored the Client’s existing advertising campaign. There were numerous technical challenges peculiar to the room (including a low ceiling and wide pillars). Solutions, such as incorporating three presentation screens into the main stage set and providing repeater screens at the wings, allowed the challenges to be overcome from the outset. Creating the “Wow Factor” was an exciting project for the production team - with the bright red sports car and biplane taking pride of place on the stage.



### Results and evaluation:

The arriving audience were delighted with the visual impact of the stage set – the Client said “it really achieved the wow factor and sense of fun we were looking for”.

