



**Jazz Thomas**  
Director, Event Technology

From Lusterless View  
to Dazzling Jewelry Showcase Event.

# We See Solutions.<sup>™</sup>

When jewelry designer Sara Blaine mentioned that daylight lighting would help her creations shine to potential distributors in the event space, Jazz jumped into action. He was determined to execute her vision down to every last illuminating detail.



## Event

Ready to attract new distributors, jewelry designer Sara Blaine was planning to showcase her jewelry collection, eSBe, at Le Meridien Atlanta Perimeter. The two-day event would showcase her custom designs in one-half of the ballroom, with a small meeting setup for participants in the other half. In the evening, models wearing eSBe accessories would walk, runway-style, around the hotel's Portico Restaurant while a photographer captured photos. The typically once-a-year production is crucial to Sara's small business. As her primary event to connect with distributors, she needed each piece of jewelry to dazzle them.



## Challenge

With the event happening in just a week, Jazz, Director, Event Technology at Encore, sprang into action, planning how to transform the ballroom to best showcase her elegant custom designs. After noticing Sara's apprehension at the warmer yellow lighting in the ballroom, he thought there had to be a better way to fulfill her vision and make her creations really shine. A natural troubleshooter, Jazz loves solving challenges for customers so that their events — regardless of size — reflect well on them, as well as the venue and Encore.



## Solution

Jazz took it upon himself to ensure Sara's event would be everything she envisioned. He tested and sourced new LED daylight fixtures with the right wattage, brightness and light beam pattern to offer the best solution. He then worked with Le Meridien to replace 25 key ballroom lights above the showcase tables with new bulbs so that both Sara and her jewelry would be radiant at the event.



## Result

Everything came together for a successful jewelry showcase event. Sara was incredibly impressed with Jazz's initiative to go above and beyond and the end result. The lighting fixtures he installed added such brilliance to the space that the venue decided to keep them in place and replaced all bulbs in the ballroom to match them. As for Sara, she continues to partner with Encore for her events, having seen Jazz go out of his way to elevate each detail. No matter how large or small the event or ask, Jazz and the Encore team are dedicated to delivering the customer's vision and creating the right environment for an excellent experience.

### Key Solutions Used

- Production / Show Management
- Technology / Audiovisual Solutions
- Lighting



## Encore Pillars Demonstrated

- ✓ Expertise
- ✓ Excellence

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*"When better is possible, good is not enough"*

**Jazz Thomas**

Director, Event Technology

Encore provides end-to-end event solutions that create immersive and engaging experiences of any size and type, anywhere your events take you.



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EVENTS THAT TRANSFORM