



*Nicole Russell*  
General Manager

From Oversized Sponsor Display  
to Last-Minute Branding Save.

# We See Solutions.<sup>™</sup>

Encore in Sydney, Australia was asked to transform a hotel suite into a luxe women's C-level VIP customer event in only four hours. Just 45 minutes before guests arrived, Nicole and team learned an unexpected, framed sign for a key sponsor was too large to move up to the room. But that's okay. This is what Encore's people do every day for our customers.



## Event

Nicole and team worked with the hotel service groups to transform an elegant suite with a breathtaking view into an invitation-only luxe event experience held annually for women in leadership and VIP customers. Nicole and team planned a lavish event with culinary efforts of Executive Chef Duncan and the culinary team at the hotel and prize giveaways from sponsors Coach® Australia and Champagne Taittinger. Setup included a standard AV equipment package to welcome and recognize sponsors. From delectable and enticing chef-created cuisine and decor-enhanced food stations to ambient lighting, it was shaping up to be a successful customer appreciation event for premier women in business.



## Challenge

Event set up began late when an unexpected, delayed checkout from an unnamed celebrity left Nicole and team only four hours to create this special frilled VIP event experience. Just 45 minutes from the doors opening, an unexpected, oversized framed branding sign for sponsor Coach® Australia arrived. Unfortunately, the inflexible frame didn't fit in the elevator or stairwell to reach the suite 21 floors up. This is when team Encore stepped in and did what they do every day for our customers, clients, and sponsors.



## Solution

Nicole thought fast on her feet and engaged her team to provide a perfect solution. The Encore team obtained sponsor approval and raced into action to deliver a monitor and supporting gear to the suite. The Coach® Australia logo was provided electronically, and after some technical fixes, the sponsor's logo was displayed for all to see with 10 minutes to spare. With years of experience, hospitality excellence, collaboration and quick thinking, the team saw through the obstacles presented.



## Result

Nicole and team used their years of service excellence, collaboration and on-site audiovisual expertise to turn the luxury hotel suite into a special VIP event. The client was thrilled to have such a successful event and the sponsor was relieved to have their last-minute problem solved. The invitation-only luxe women's event was a brilliant success and everyone got the VIP treatment.



## Key Solutions Used

- Audiovisual equipment was procured in a flash to address the signage challenge.
- Lighting and music to set the mood and energy for this high-powered group of female executives.
- Nicole's creative design and event management vision to transform a luxury hotel suite into a VIP event.

## Encore Pillars Demonstrated

- ✓ Excellence
- ✓ Collaboration
- ✓ Expertise

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