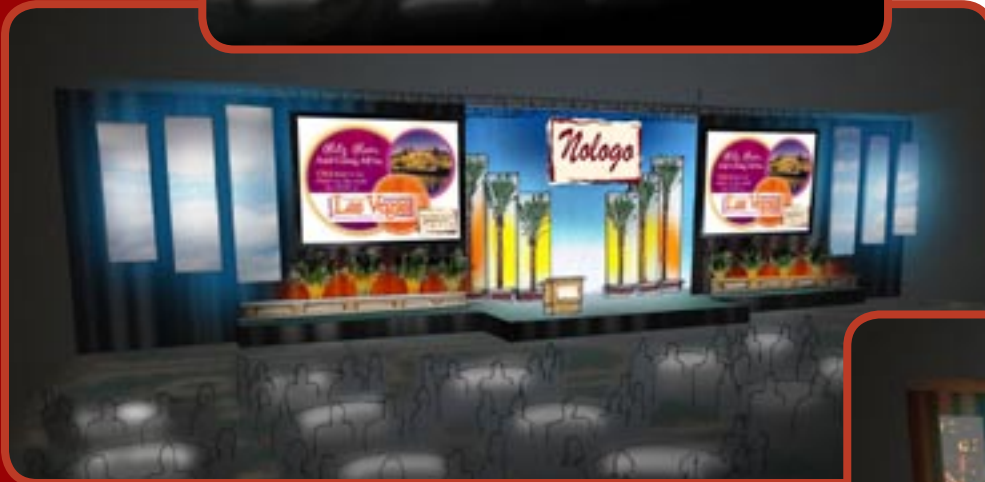


**CASE №2  
INCENTIVE MEETING FOR  
NATIONAL MULTI-TIERED  
MANAGEMENT SALES FIRM -  
2007**



*Proposal drawing for event top  
to bottom: The panoramic screen  
high-end set, the lower cost standard  
format two screen set and an alter-  
native lighting look for the awards  
night.*

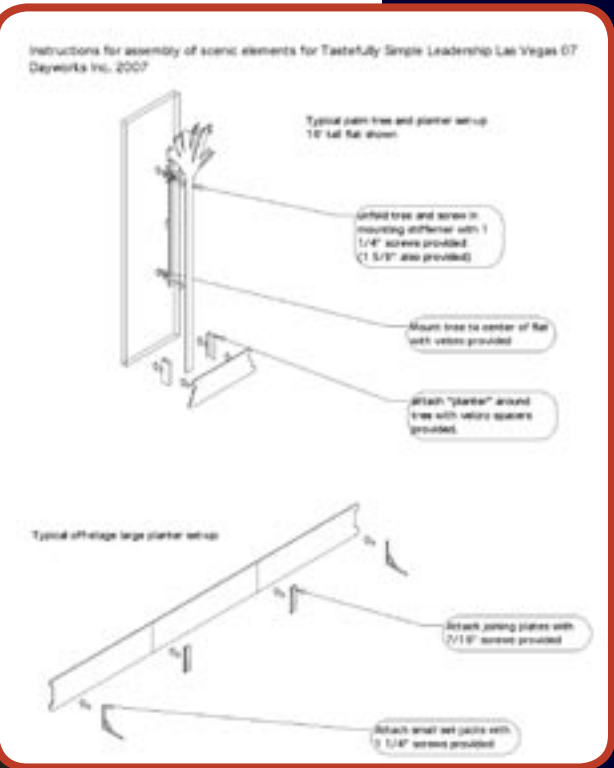
A virtual production team of writer/producer Greg Randolph, AV company InSync Show Productions and Dayworks have been servicing the client for 4 years. The evolution of set and scenic design development for this client had reached a strategic new juncture. New decision makers on the client team were motivating everyone to show new energy in the creative development for the event. The solution needed to meet all the usual parameters of the event specific to content, style and this client's unique needs, and still somehow stretch the creative envelope with a careful eye to impact on the budget.

The team took an unusual approach, presenting two different proposals; One, ambitious and the second, roughly in line with past events but with a creative extra. The high-end proposal demonstrated vision and a major upgrade in AV technology. This client had seen widescreen, seamless video projection at other industry conventions, but had never experimented with the treatment themselves. The low-end proposal worked the theme elements in a configuration not unlike the first proposal but with technology more in line with budgets and expectations of the past.

Dayworks and the team developed designs, drawing and budgets for both treatments to enable the client to make logical comparisons between the two. Although this approach cost a little bit more than development of a single treatment, it allowed the client to explore their options and make informed, educated decisions.

The client chose the more conservative approach. At that stage, the team came up with a simple awards variant and got started with execution. Dayworks sourced all the scenic elements and integrated specifications with components that Insync had in stock. The team had executed projects in this fashion before and was comfortable with this approach and its production efficiency. Dayworks fabricated all the custom components in our shop and shipped them to the Las Vegas venue with instructions where InSync Show Productions and Greg were able to set them up on site.

*Dayworks provided simple instructions that enabled an easy set-up for Insync Show Productions. Both hard copies and PDF files were sent to all concerned parties.*



*The finished set looked suspiciously like the proposal drawing.*



**DAYWORKS INC.**  
*Environments for Events*

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