

# EVENT SOLUTIONS<sup>®</sup>

For Successful Events, Meetings and Incentives

March 2008 | [event-solutions.com](http://event-solutions.com)

Tabletop Trends:

## New Season, New Ideas

PLUS: How to do Comedy Right

Event Solutions, 4667 S. Lakeshore Dr. Suite 2, Tempe, AZ. 85282

PRSR STD  
U.S. POSTAGE  
**PAID**  
Spencer, IA  
51301  
PERMIT NO 298

Change  
Service  
Requested

## Getting Political

Primary season may not have the glitz and glamour of awards season, but it still tests the creative capabilities of event professionals around the country. When Current TV wanted to reach out to its audience during the New Hampshire primary, the



news network brought in event producer Jason Wanderer of Los Angeles-based Precision Event Group to create the Current Lounge, as well as an evening event for key influential decision makers.

Using a leased retail space, Precision created a lounge and coffee shop where visitors could watch Current TV, surf Current.com, and make and upload videos of their opinions of the election to the website.

## Don't Come a-Knockin'

There's more than one way to say "Do not disturb," and Embassy Suites Hotels set out to prove it, launching a nationwide search for the next best "Do not disturb" door hanger. After sifting through over 7,000 entries, a panel of Embassy executives chose a winner: "Shh! I'm hatching a plan to bust some little soaps out of here," submitted by Marty Mintman of St. Louis.

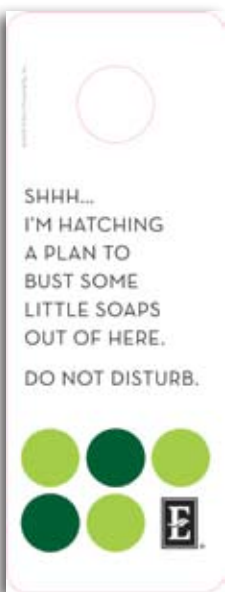
Four others were chosen as grand prize winners:

**"P**illow Fight In Progress."  
— Susan Suarez, University City, Mo.

**"T**here are days when I wish I could wear this around my neck."  
— Sandra Parcher, Milpitas, Calif.

**"I**'ve built a pillow fort and I am not opening the door for anybody!"  
— Amy Forgette, Streamwood, Ill.

**"A**ww, Mom. Just five more minutes. Please?"  
— Brian White, Chicago



## Gone to the Blogs

Event pros from around the industry are blogging up a storm. Here's what's on their minds.



**"W**e have verifiable proof that experiential marketing works! Now the question that should be asked and answered in these marketing departments — how do we truly engage our customer and prospects so that a meaningful conversation can lead to a purchase?"

Joyce McKee, president and CEO of marketing firm Joyce McKee & Company, on a survey by the Advertising Research Foundation showing that in-person events can boost purchase intent as high as 52 percent » [letstalktradeshow.com](http://letstalktradeshow.com)

**"T**he first thought that I had was, How many times do we forget our local strengths when designing a conference, a social program, but also a concert or a fashion show?"

Julius Solaris, on his reaction to reading about a bakery in Italy that drove a McDonalds out of business  
» [www.eventmanagerblog.com](http://www.eventmanagerblog.com)



**"T**here is almost no space that an F3 tent won't transform into a viable entertainment zone."

Author and speaker Doug Matthews on a new type of tent from F3 Freeform Bedouin Tents that is based on the design of traditional Bedouin tents » [specialeventguru.blogspot.com](http://specialeventguru.blogspot.com)

**"T**his is how marketing can really capture people's attention, spread their message or their product without ramming signage and video into our eyeballs...give them some theater, some magic, something to talk about, something to remember... Got to admit, it's even nicer without the selling though."

Steve Dennis of Steve Dennis Event Design on a YouTubed guerilla stunt staged in Grand Central Station in which hundreds of people stood stock still for five minutes  
» [stevedenniseventdesign.blogspot.com](http://stevedenniseventdesign.blogspot.com)



**"B**efore you announce to the world, the industry or your mom that your event is green, be 100 percent sure to avoid embarrassment, harm to your brand or even legal action."

Keith Johnston, group vice president of OnSite Events, on what being green really means  
» [eventblog.onsiteevents.com](http://eventblog.onsiteevents.com)

**"I** think there's nothing more beautiful than marrying rustic and refined elements."

Lara McCulloch of Regal Tent Productions on her latest design obsession, 'weathered chic' » [ready2spark.blogspot.com](http://ready2spark.blogspot.com)

