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# Next-Level High-Value Event AV Production Tips

Anca Platon Trifan, CMP, DES, WMEP



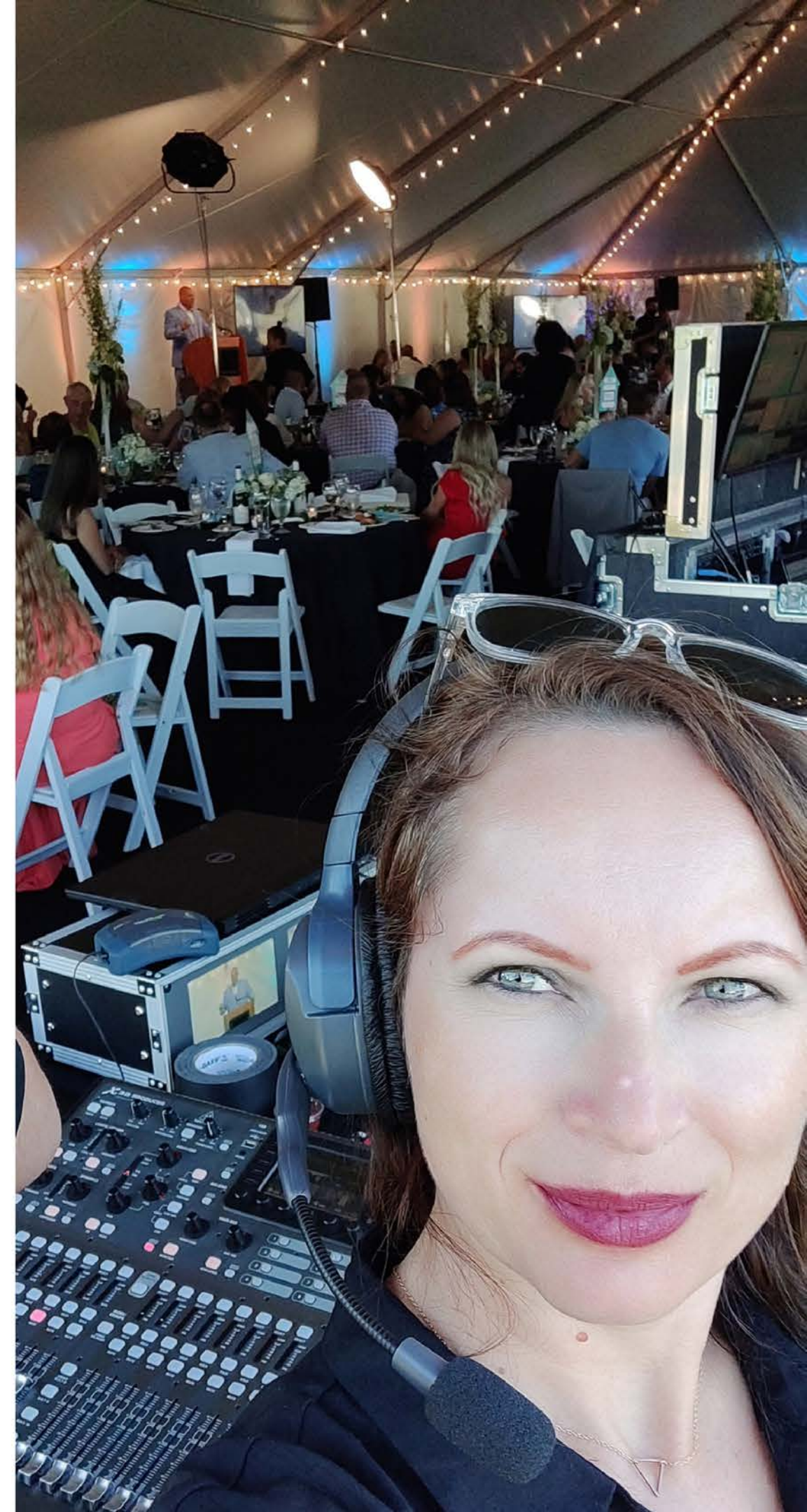


**Let's go  
back in time  
for a moment....**





**In the world of AV,  
sometimes your  
biggest challenges  
are invisible, but  
the lessons learned  
are crystal clear.**





# ANCA PLATON TRIFAN

CMP, DES, WMEP (nerd at heart)

- CEO of **Tree-fan Events LLC**
  - Host of "Events Demystified Podcast"
  - Founder of Fit Mindful Mavens
  - Founder of Women BTS in Events (tech + prod)
- 
- 2023 Smart Woman in Meetings and Catalyst  
Quantum Leap Award by Smart Meetings
  - 2022 "40 under 40" #eventprof BizBash+Connect Meetings
  - 2021 #womentowatch award by Meetings Today
- 
- 2023 Delos Certified Wellness for Meetings & Events
  - 2023 First Place Natural Bodybuilding Wellness Masters
  - 2022 First Place Natural Bodybuilding Bikini Competitor



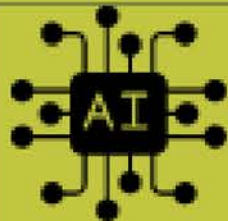


# **FIT4EVENTS**

## FRAMEWORK



**F = Futuristic AV Production**



**I = Innovative Technology**



**T = Thriving Audiences**



**4E = Empowered Teams  
Behind the Scenes**



**HOW FIT IS YOUR EVENT?**

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Join at menti.com | use code 8732 9688

 Mentimeter

# What does "High-Value AV Event Production" mean to YOU?

Waiting for responses ...



<https://www.menti.com/al4bzs253nxw>



# CONTENTS

- Elements of High-Value Event Production
- Budgeting Production Tips
- The Future of High-Value Event Production
- Questions & Resources







Mentimeter

What does "High-Value AV Event Production" mean to YOU?

30 responses







**Event  
Expectations**



**Event  
Budget**





(P)

(A)

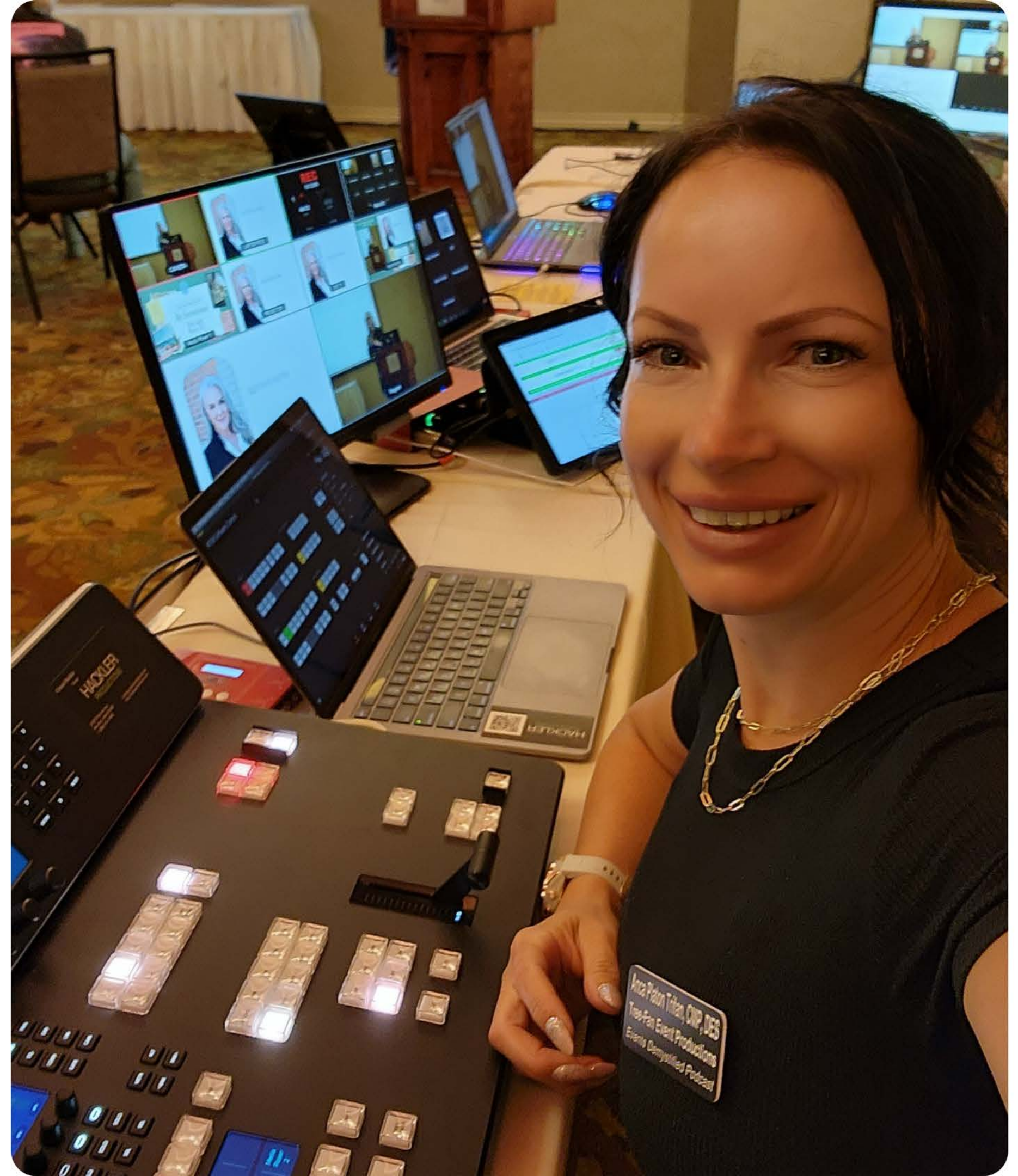
(R)

(T)

(N)

(E)

(R)





# **(P) Professionalism**



The foundation of every high-value AV production, ensuring that every aspect is handled with utmost expertise.

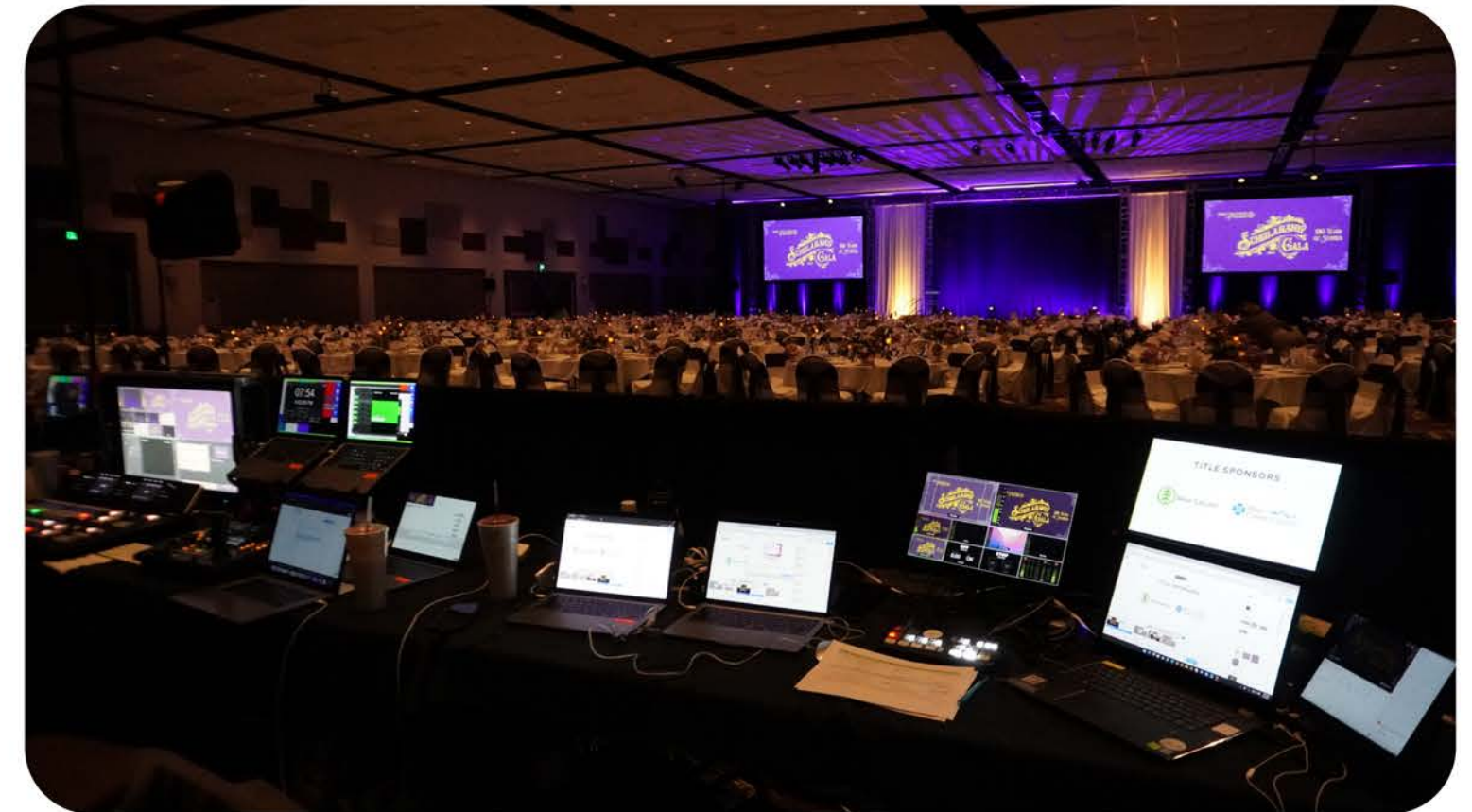




# (A) Affordability



Delivering excellent value without breaking the bank, ensuring that budget-friendly doesn't mean compromising on quality.





# (R) Reliability



The backbone of trust,  
guaranteeing that every  
technical detail is flawlessly  
executed, no matter what.





# (T) Trustworthiness



Building confidence through transparent communication and delivering on promises.





# (N) Nimbleness



The ability to adapt swiftly and efficiently to changes, ensuring seamless coordination at every turn.





# (E) Excellence



A commitment to surpassing expectations with every event, leaving a lasting impression of quality and value.

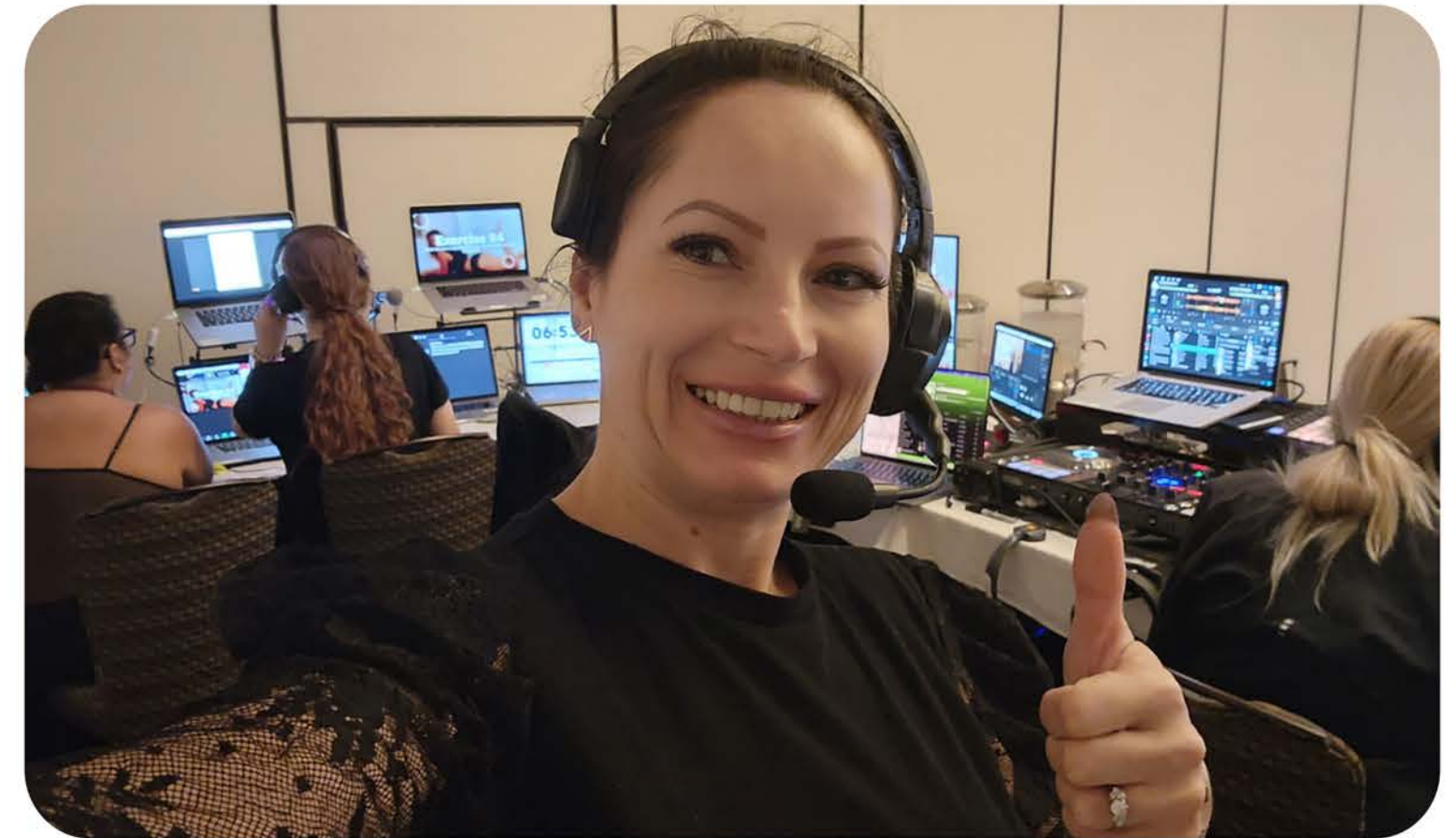




# **(R) Rapport**



Fostering strong partnerships through collaboration, understanding, and mutual respect, ensuring peace of mind for all stakeholders.





**(P) Professionalism**

**(A) Affordability**

**(R) Reliability**

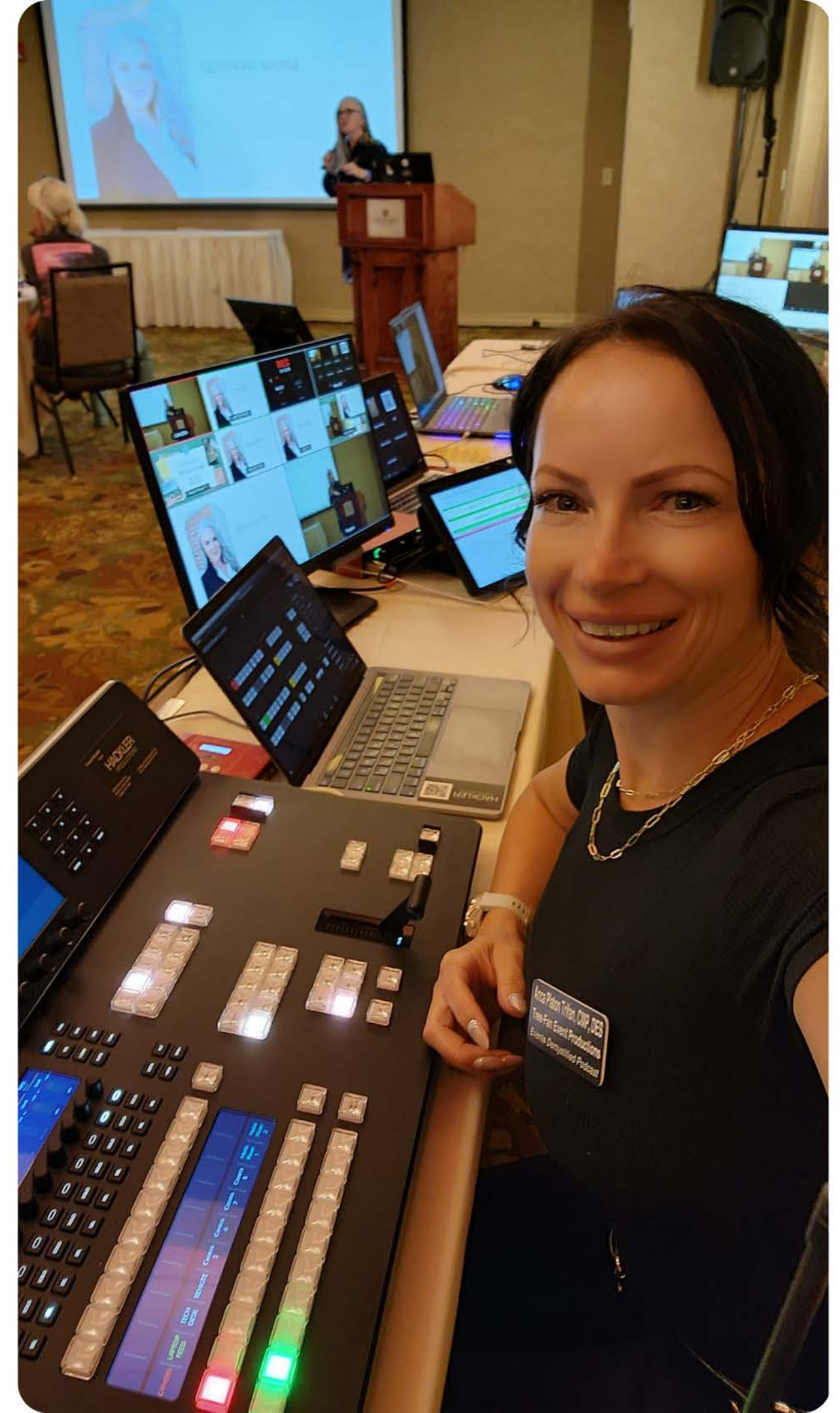
**(T) Trustworthiness**

**(N) Nimbleness**

**(E) Excellence**

**(R) Rapport**

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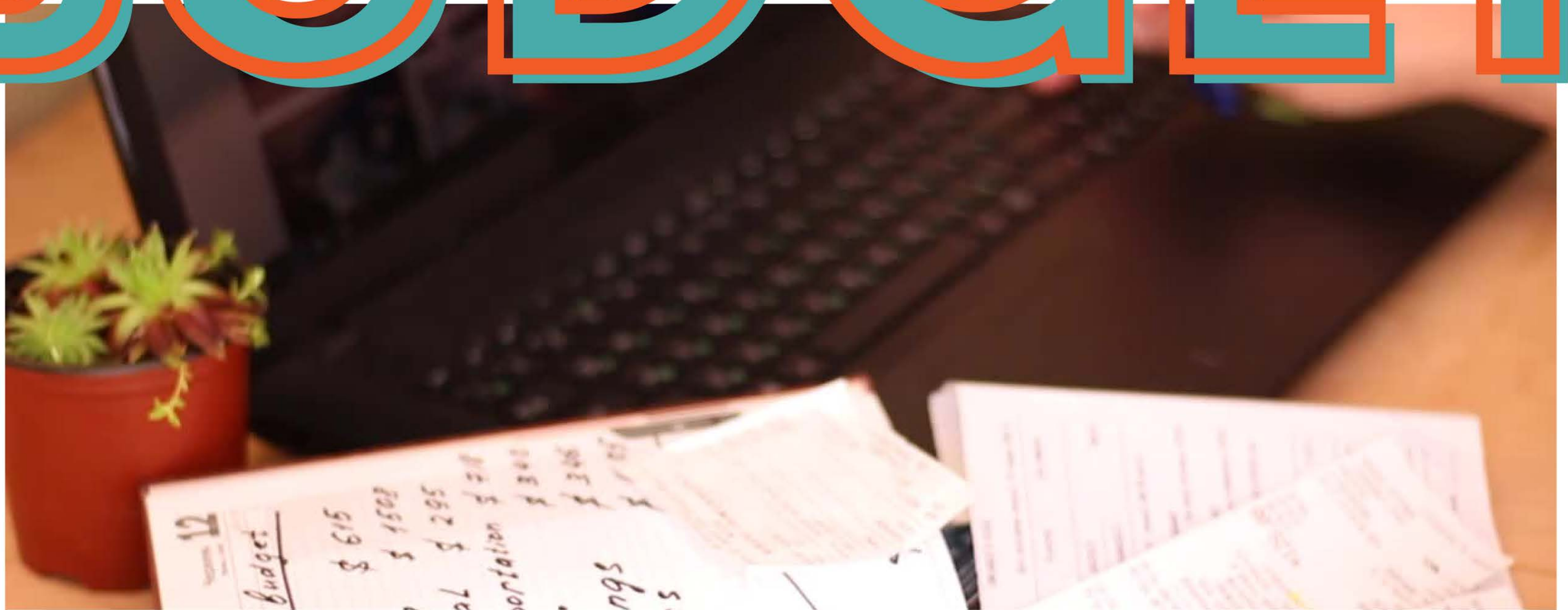
# What is High Value AV Event Production



*A High-Value AV Event Production, is about forming a partnership that brings peace of mind, trust, and flawless execution, all while delivering maximum value, both in terms of the seamless experience it provides and the impact it has on the audience.*



# BUDGET



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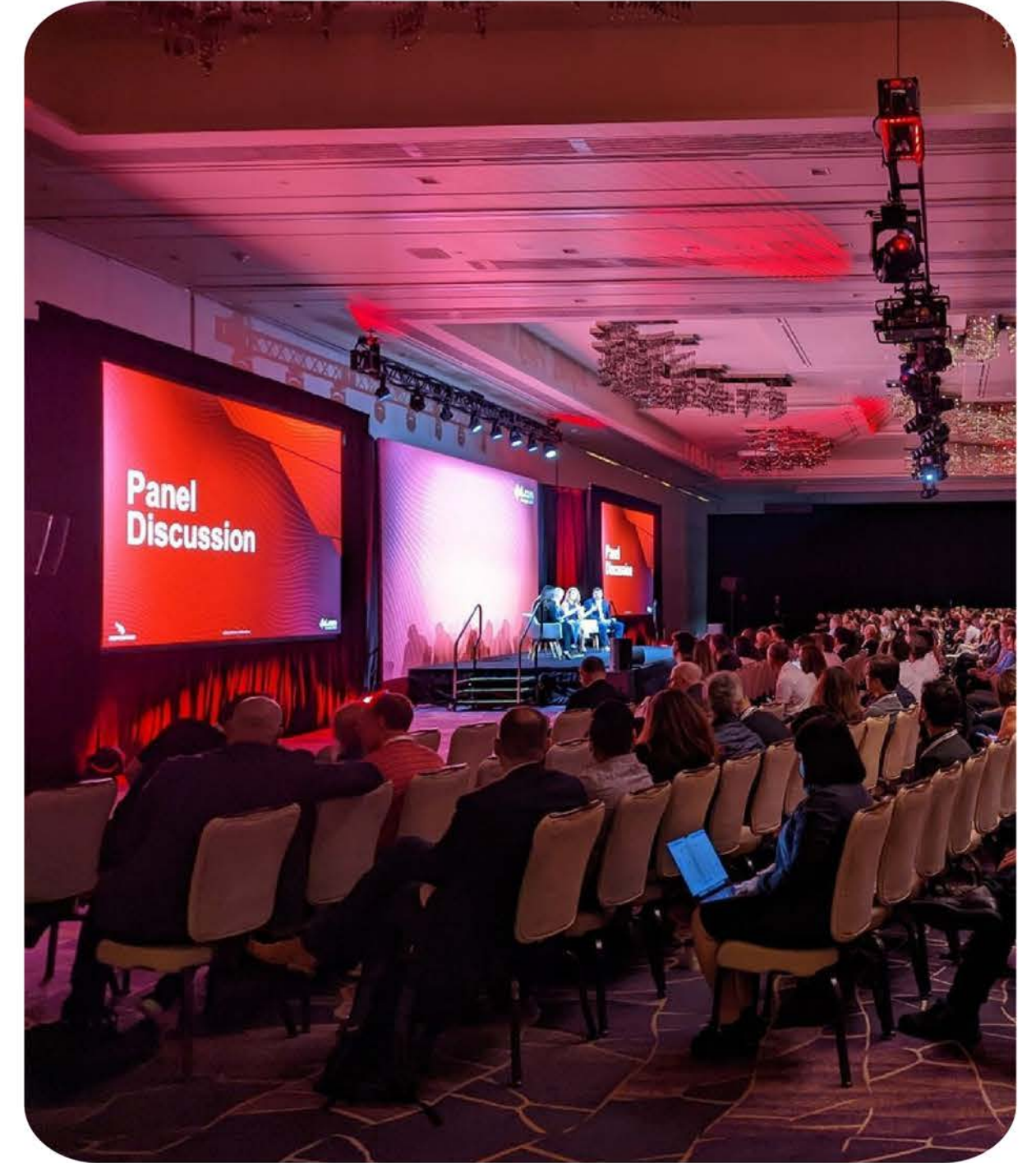
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# Budgeting Production Tips

- **Fast**
- **Good**
- **Cheap**

**PICK TWO**





# Budgeting Production Tips

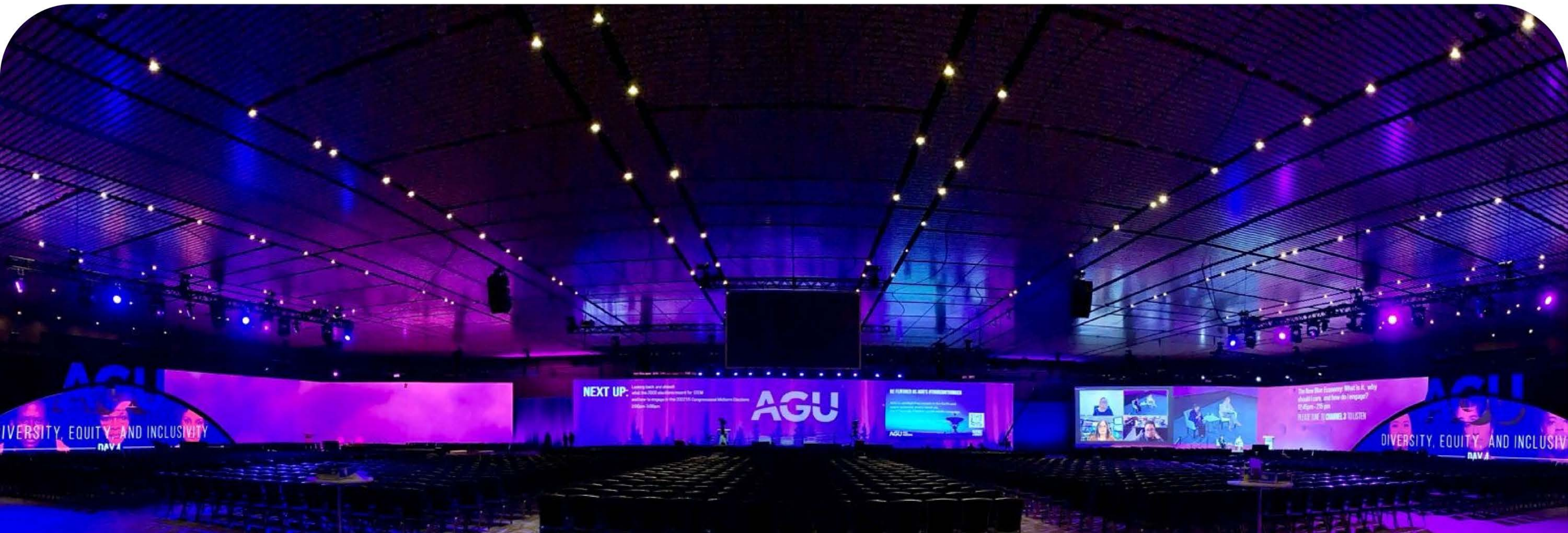
- **Event Objectives**
- **Event Duration**
- **Venue Location**
- **Venue Selection**
- **Ancillary Fees**
- **Agenda Management**
- **Technical Rehearsals**
- **Technical Considerations**





# 1. Event Objectives

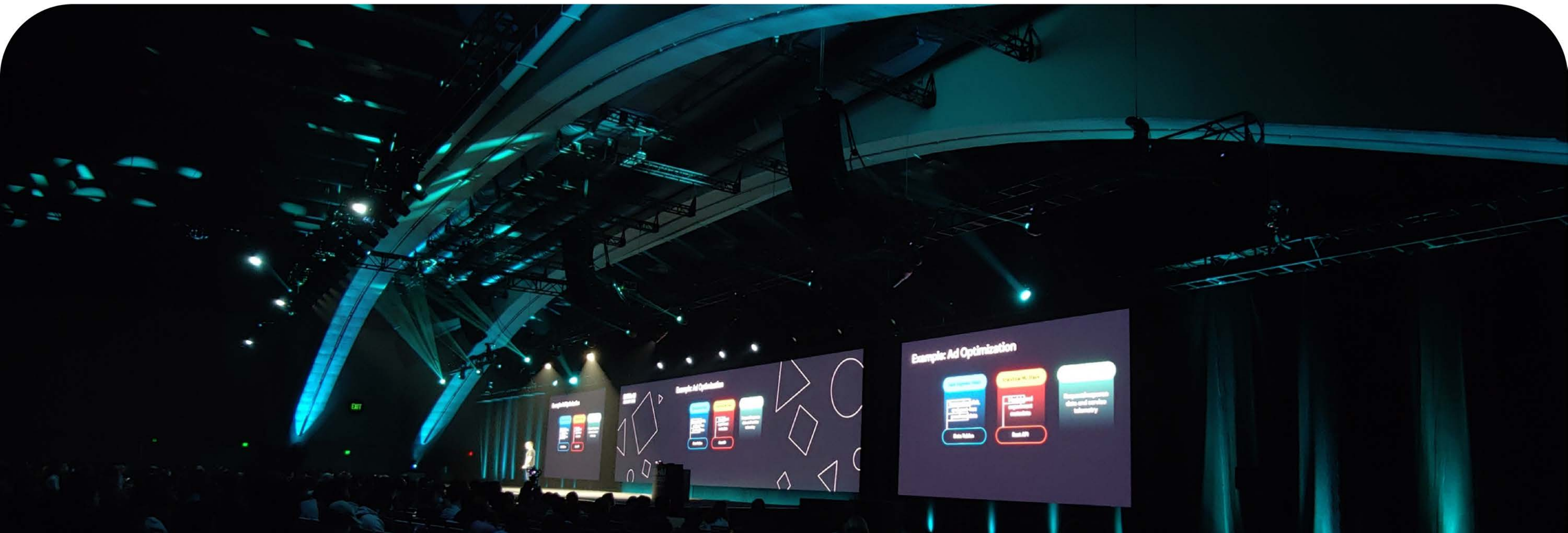
WHY, WHAT, WHO





## 2. Event Duration

HOW LONG





# 3. Event Location

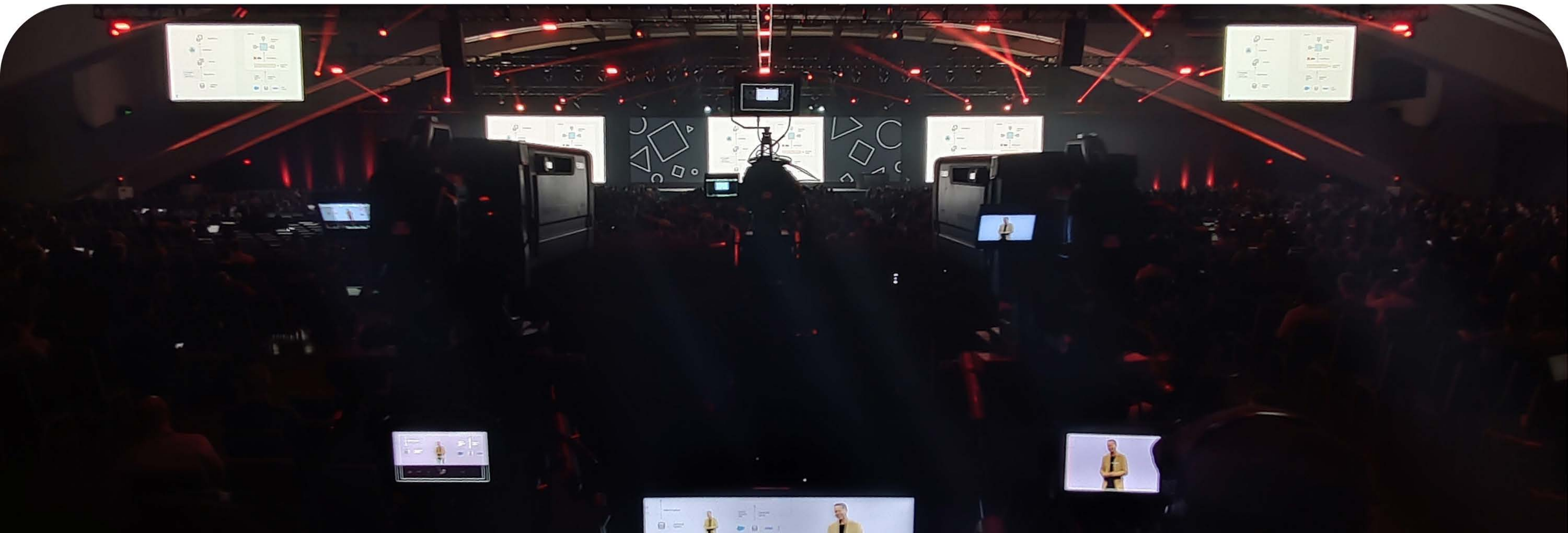
WHERE





# 4. Venue Selection

UNION VS NON-UNION





# 5. Venue-related Ancillary Fees

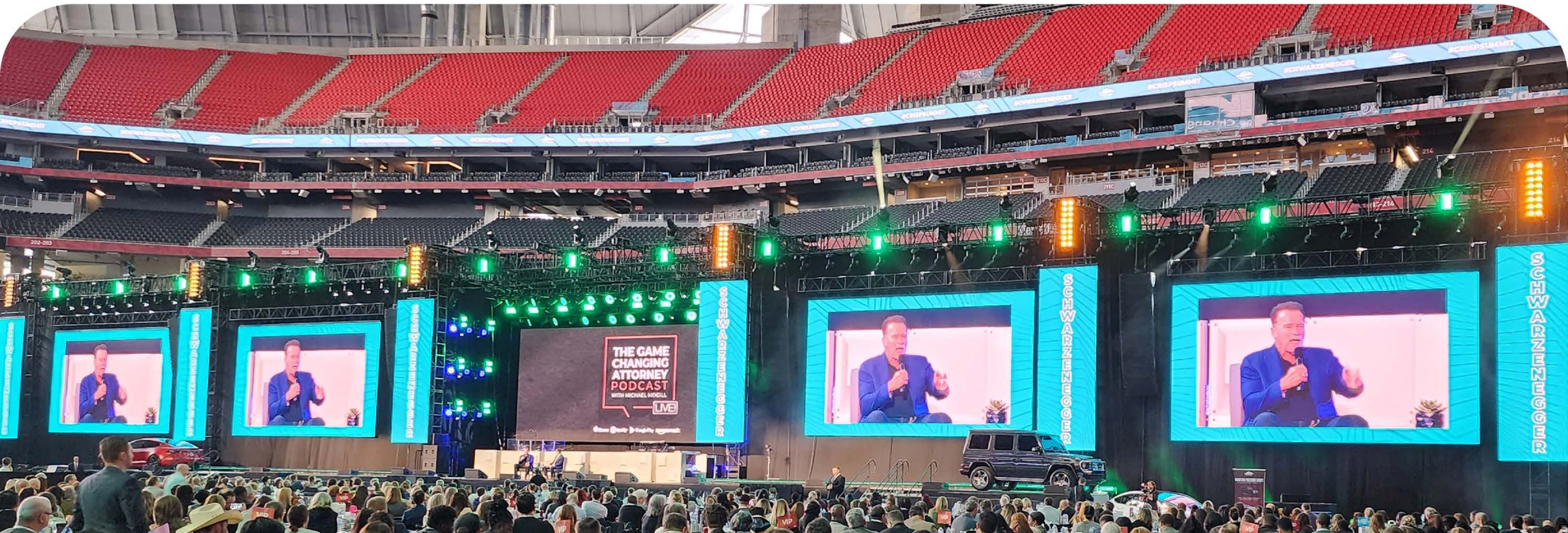
POWER, RIGGING, WIFI, LOADING, STORAGE, ETC





# 5. Venue-related Ancillary Fees

POWER, RIGGING, WIFI, LOADING, STORAGE, ETC





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How clear is the **sound**

How bright are the  
**projectors**

How vibrant are the **lights**

How cool is the **stage**  
**design**

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# 6. Agenda Management

SHAKE-IT UP TIME





# “THE BEN” Shake-Up

## SHAKE IT OUT:

Right Hand:

- Start shaking your right hand vigorously for a count of five.

Left Hand:

- Switch to your left hand, shaking it for a count of five.

Right Leg:

- Shake your right leg for a count of five.

Left Leg:

- Move to your left leg, shaking it out for a count of five.

## REPEAT WITH DECREASING COUNTS:

Repeat the shaking sequence (right hand, left hand, right leg, left leg), but this time for a count of four for each limb. Continue this pattern, decreasing the count each time (three, two, one).



# 6. Agenda Management

## CREW SCHEDULETIMELINE

| TIME IN       | TIME OUT | ACTIVITY                       |
|---------------|----------|--------------------------------|
| 10/30 10:00PM | 8:00AM   | ARR. Flight to Los Angeles, CA |
| 12:00AM       | 10:00AM  | Magnum lighting setup          |
| 6:00AM        | 4:00PM   | TruGreen Lawn Care             |
| 6:00AM        | 7:00AM   | TruGreen Lawn Care             |
| 9:00AM        | 7:00PM   | Frederick's                    |
| 12:00PM       | 1:00PM   | Crew Lunch                     |
| 1:00PM        | 9:00PM   | Frederick's                    |
| 4:00PM        | 2:00AM   | TruGreen Lawn Care             |
| 6:00PM        | 8:00PM   | Car Wash                       |
| 2:00AM        | 2:00AM   | END OF DAY                     |



# 6. Agenda Management

## RUN OF SHOW/TIMELINE

|             |  |  |
|-------------|--|--|
| 3:10 - 3:55 | <b>PANEL - Coaching Panel hosted by MM</b><br>Eric Chaffin, Alex Shunnarah, Bob Tharp, Anthony Johnson<br><i>Crisp Coach Testimonial Comp 2:26</i><br><i>GCS 2023 Member Only Full Announcement 1:42</i> | Coaching Panel Intro Video 0:41  |
| 3:55 - 4:35 | <b>Arnold Schwarzenegger Fireside Chat w/ MM</b>   | Remove panel chairs<br>Fireside chairs + table<br>Arnold Schwarzenegger Speak  |
| 4:35 - 5:05 | Break - Turn in Order Forms<br>Arnold Meet and Greet & Stage Flip for B2M  | Break Video Package 4A<br>Break Video Package 4B<br>Put out 3 dozen red roses<br>Crisp Crisp Effect Overview<br>Crisp Effect Giveaway C<br>Prize G Wager |



# 7. Technical Rehearsals

## ALTERNATIVE LOCATIONS





# 8. Technical Considerations

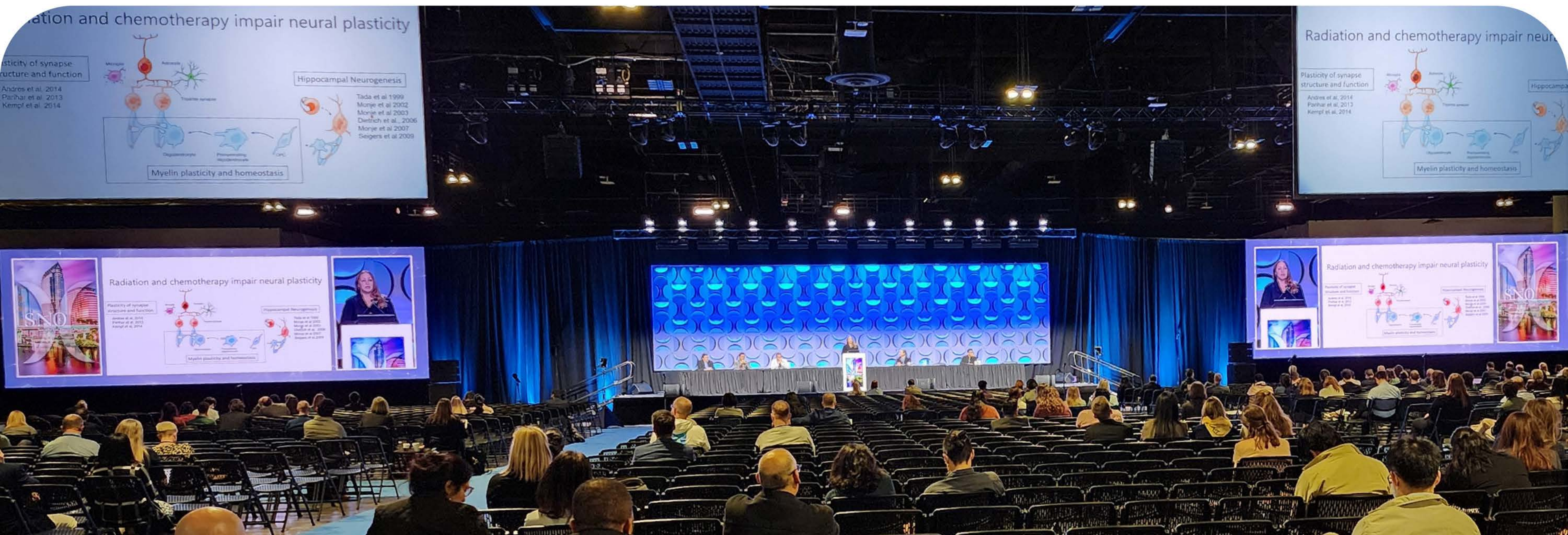
## VISUAL ELEMENTS & CAMERAS





# 8. Technical Considerations

## VISUAL & SCENIC DESIGN





# 8. Technical Considerations

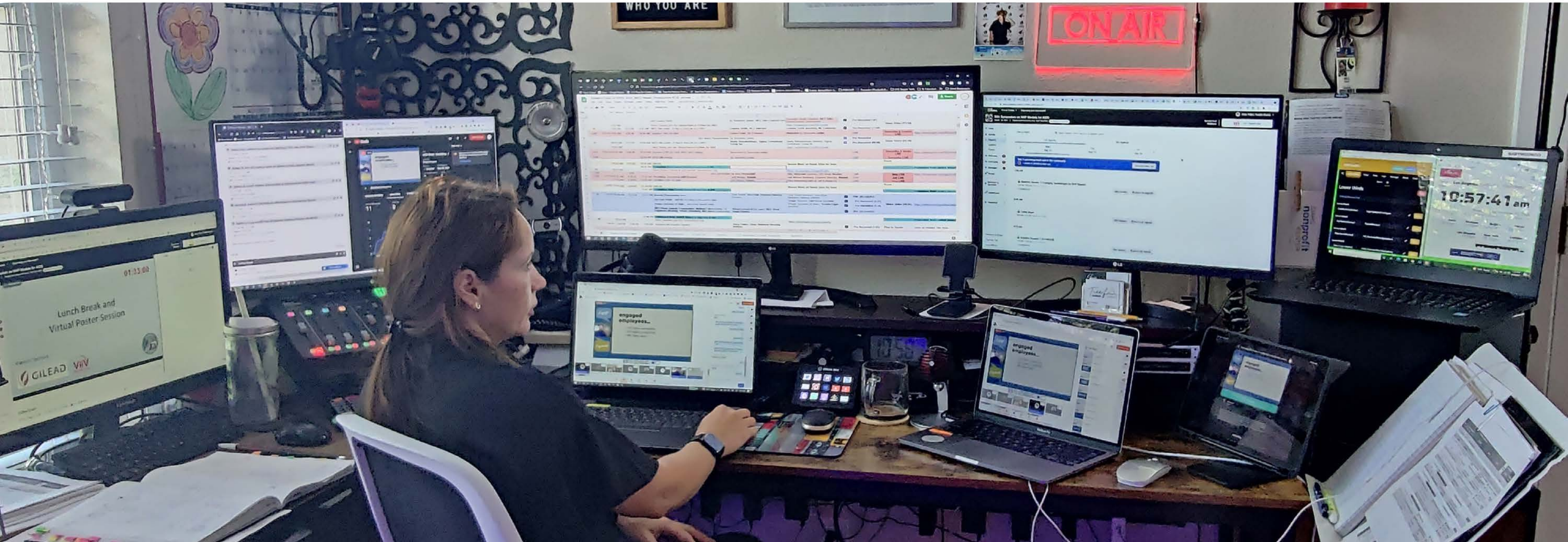
IN-PERSON OR HYBRID





# 8. Technical Considerations

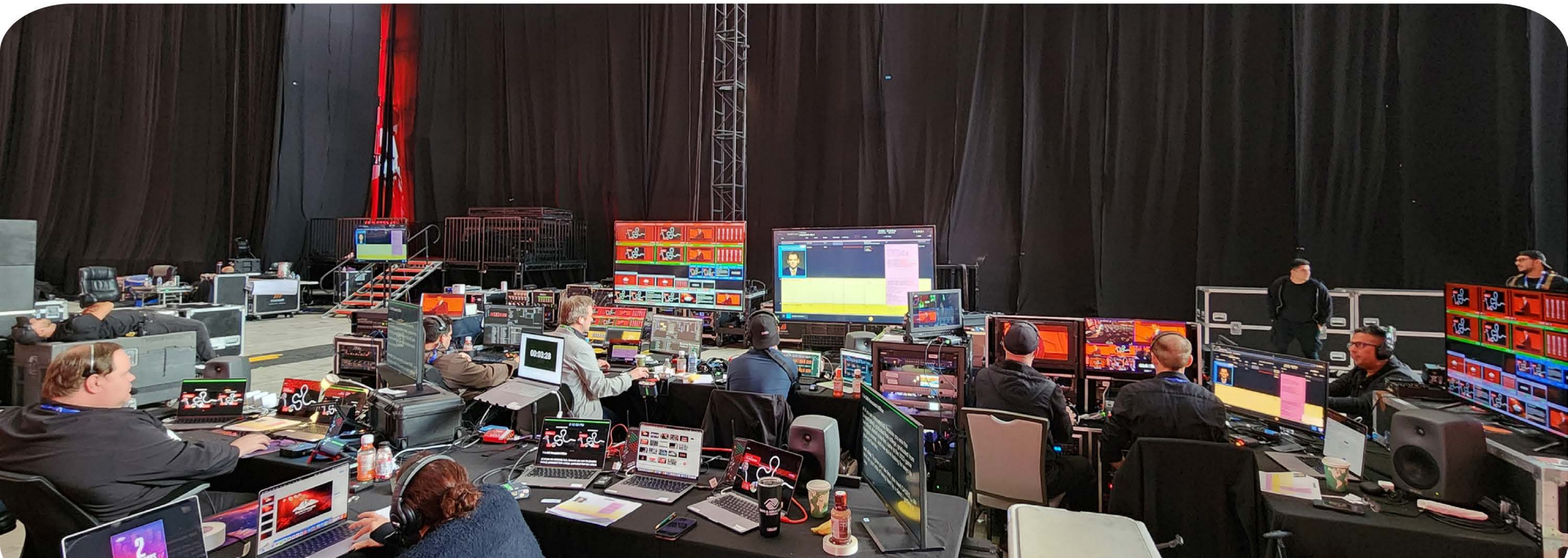
## OR VIRTUAL





# 8. Technical Considerations

## IN-HOUSE AV VS OUTSOURCED AV





# 8. Technical Considerations

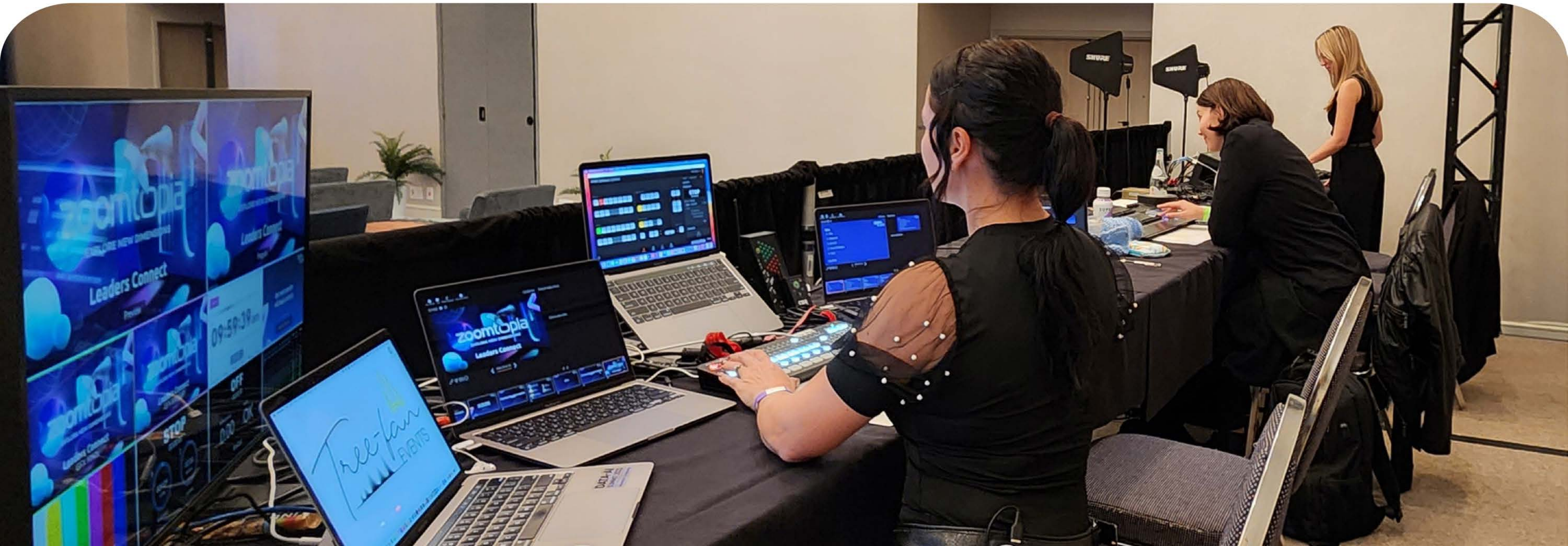
## AGENCY VS VENDOR





# 8. Technical Considerations

DIVERSITY IN AV





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*High-value AV event  
production hinges on  
more than just  
technical prowess.*

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#FIT4EVENTS: Futuristic AV Production & Innovative AI Technologies

*It's the dedication and expertise of the AV Partner that truly defines success.*

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#FIT4EVENTS: Futuristic AV Production & Innovative AI Technologies

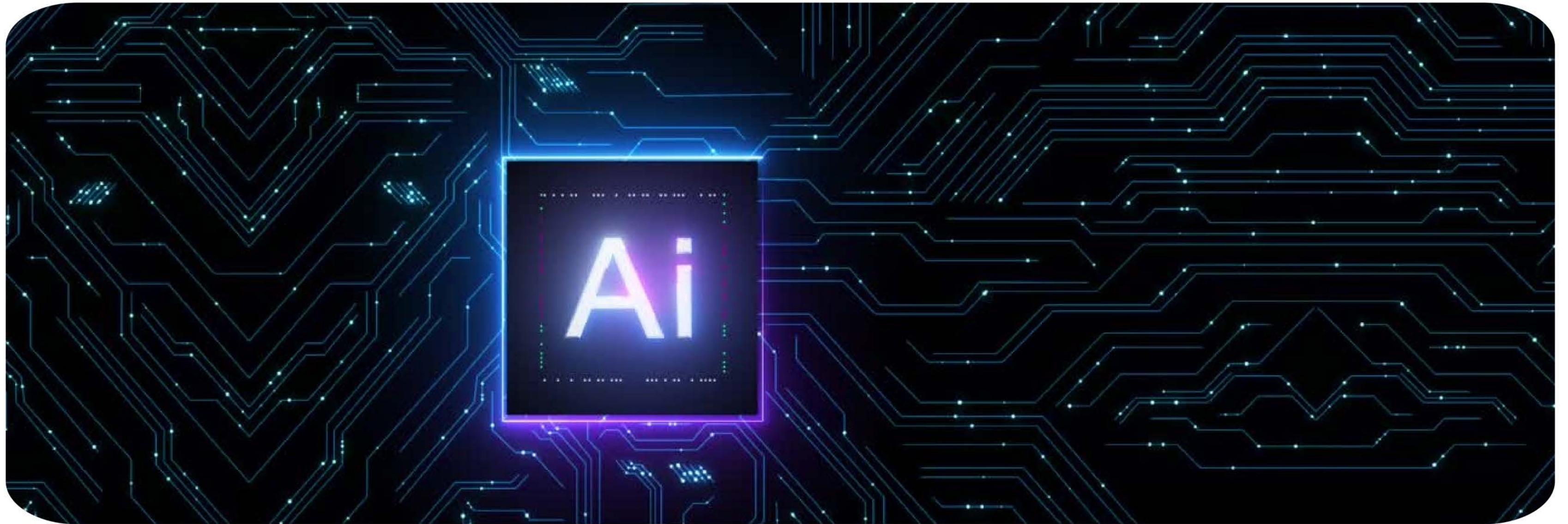
*Balancing high-value **AV** production with budget constraints requires pre-event strategy and a deep understanding of the **trade-offs** involved.*

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# The Future of Event Production





# The Future of Event Production



- **AI-Enhanced AV Technology**



# The Future of Event Production



- **AI-Enhanced AV Technology**
- **Personalization and Immersion**



# The Future of Event Production



- **AI-Enhanced AV Technology**
- **Personalization and Immersion**
- **VR (Virtual Reality) Experiences**



# The Future of Event Production



- **AI-Enhanced AV Technology**
- **Personalization and Immersion**
- **VR (Virtual Reality) Experiences**
- **Real-Time Personalization**



# The Future of Event Production



- **AI-Enhanced AV Technology**
- **Personalization and Immersion**
- **VR (Virtual Reality) Experiences**
- **Real-Time Personalization**
- **Wellness Integration**



# The Future of Event Production



- **AI-Enhanced AV Technology**
- **Personalization and Immersion**
- **VR (Virtual Reality) Experiences**
- **Real-Time Personalization**
- **Wellness Integration**
- **Emotional Technology**



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**Let's explore this brave new  
world together. #FIT4EVENTS**





**THANK YOU  
FOR LISTENING!**



**LET'S CONNECT**



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# FOR SLIDES, PLEASE SCAN THE QR CODE





Q&A



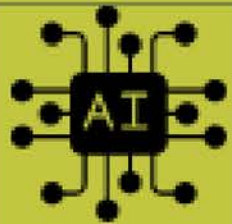


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