

## SOLUTIONS FOR SUCCESSFUL EVENTS



# Light Up Your Event

[ CREATE DRAMA. ADD ELEGANCE. SET THE MOOD. ]

Undeniably, lighting makes the biggest impact on the visual appeal of an event. It is the one element that truly creates a distinctive and original environment. Unfortunately, it is also the most under-budgeted and least considered.

Chances are you really haven't given it much thought. After all, there are plenty of overhead lights, right?

Don't overlook the importance of lighting! As you go through all the effort of organizing your event, ensure your audience's attention is exactly where you want it.

Here are some things to think about prior to getting into the heat of the planning process. You'll see that there's a lot more to lighting than you thought!

# EVENT RESOURCES

Worry Free Events

860.528.1343

[www.eventresources.com](http://www.eventresources.com)

# Light Up Your Event

## FUNCTIONAL LIGHTING

**... ensures that your audience will focus on what you want them to see!**

You need to draw your guest's attention to where you want it – otherwise their eyes and attention will wander.

What do you want them to focus on when they enter a room? Décor? Stage set? Product displays? Easels? Buffet? Your logo?

Will there be a presenter or performer on a stage?

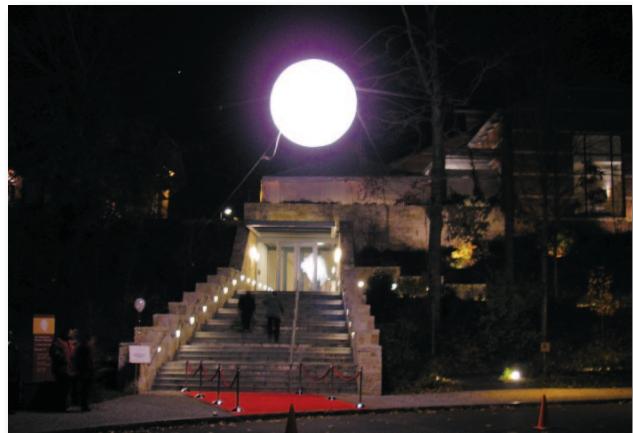
Will they use a lectern or roam around the audience?

Will they appear on a video projection screen?

Different light levels and color requirements are needed to satisfy each of these scenarios. A built-in lectern light may be enough for a speaker to see his or her notes, but not enough for the audience to see the speaker – or for a video camera to get a good picture.

### REMEMBER EXTERIOR LIGHTING

Have you thought about lighting the outside of your event space? To make a great impression on arriving and departing guests, nothing has a more dramatic effect than lighting the outside of a tent or the entryway of a building. What about the parking lot...if you're using a non-traditional venue, can your guests find their way safely in and out of the event space? Check out the photo to the right for an interesting twist on outside lighting. A 6' diameter helium balloon was transformed into a giant light (or a personal moon) to illuminate the outside of the Mark Twain House. Just one way to make your event unique as well as safe.



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## AESTHETIC LIGHTING

**... where the transformation and drama come in!**

### AMBIENT LIGHTING

You never want your room to be too dark, but you certainly don't want the lights on full blast. Manipulate your environment with a warm glow. Blue and lavender will give a "cool evening" feel; amber, red and yellow turns up the tempo and adds visual and energetic "heat."

Up-lighting is a great way to soften the walls, warm up a room and even highlight the architectural elements of the venue. Generally these lights are inexpensive, easy to set up, and can be plugged into standard wall sockets.

### DECORATIVE LIGHTING

Keep in mind that deep, saturated colors are often used to enhance décor and create a mood.

**Light up specific décor items** such as floral arrangements, centerpieces, podiums, props or buffets. To do this correctly, you must consider the location of the lighting fixture and how it is hung — and be careful not to shine lights in guest's eyes!

**Project an image.** Gobos are lighting accessories placed inside a light to project simple text, logos or other multi-color images. They can also project patterns to create depth and texture on the ceilings, walls or floor.

**Illuminate the dance floor** — it encourages guests to become part of the event. Put your guests in the spotlight, among swirling beams, or project something onto the floor.

Lighting not only enhances a room, it can also be used to deemphasize other areas. For instance, to draw attention away from those parts of the room that aren't in use for the event.



### CAUTION!

As we mentioned, there are many ways that lighting can truly dramatize your event. Even if you choose to go all out — it may not be that costly. Your event production company can show you the many ways to greatly enhance your event without it appearing overdone.

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## LOGISTICAL CONCERNS

**Whether your event is taking place at your own location or off-site, you need to know the answers to these questions:**

- ✓ Does the facility have sufficient power or will a generator be needed? Power considerations should always be assigned to a qualified electrician. The concern is not just about the number of lights but also about what else is sharing the electrical service in the building.
- ✓ Are specific local regulations and permits needed?
- ✓ What is the height of the ceiling?
- ✓ If darkness is important to a presentation, are there any windows or skylights that need to be covered?
- ✓ If there are already lights in the room, can they be re-directed for your particular setup? Can you light your performers or presenters from above?
- ✓ Can room and stage lights be controlled (turned down quickly and easily) for video projections?
- ✓ Lights take time to set up. Does your load-in schedule have enough installation time?
- ✓ Is your venue a union site or are there restrictions on who can hang lights from the building structure? If so, there can be additional charges involved.
- ✓ If you're hiring a lighting contractor, do they have the proper liability and workers compensation insurance?





# Worry Free Events *Guaranteed*

**Get some sleep the night before your event.** After producing over 11,000 events, we've got everything covered. From initial creative development and planning, to every behind-the-scenes staging and sound detail, you will have peace of mind that your event will run smoothly and worry free.

Each event has a dedicated account manager, 24/7 coverage, and an experienced team of staging, video and lighting professionals dedicated to your success.

**For a free consultation about your next event, call us at 860-528-1343 or email [events@eventresources.com](mailto:events@eventresources.com)**

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