

Working With Us: Events

OptiMusic has been welcomed as the latest interactive, multi-media essential by the corporate hospitality and entertainment industries. It has a wide range of applications at exhibitions, conferences, roadshows, events, private parties, and performances. In addition to the sheer entertainment value, it can be successfully utilised for communication and to develop team-building, social and presentation skills.

Innovative production companies and corporate event organisers are constantly looking for ways to provide original performances and attractions particularly where clients wish to incorporate a specific theme or integrate audience participation. More than that, they want to enhance their image and create effective presentations that enthuse and captivate their audiences.

By working together with our clients and being responsive to their individual requirements we have built up a distinguished portfolio, rising to this challenge time and time again, with stunning results. And we've only just touched the tip of the iceberg.

See your show come to life!

Following is a comprehensive, six-stage outline to take your event from conception to reality, and provides an optimal guide for working together. It is not meant as a structured plan, but covers each of the elements to ensure that your desired outcome is delivered with care, flair and impact.

Step One – Meet And Brief

Our team of artistic, technical and managerial project managers are assigned to the project from Day One. Ideas and technology are merged to discuss all aspects of the event from ideas and budgets to developing concepts and incorporating specific themes. By combining our experience we can ensure your requirements are carried out creatively and effectively - from the practical approaches of staging, content and programming to the artistic “finishing touches” of effect, design and even clothing.

In keeping with a chosen theme, we can discuss the option of “tailor making” the overall stage construction, imitating product designs from a can of baked beans to a mobile phone. We will also review the musical content as the system can be programmed to perform requested songs, sound effects and jingles (and if required, we can produce something original for you).

We can provide all the technicians and other assistance necessary for both one-off events and ongoing projects.

Step Two – Site Visit

The underlying concept of the OptiMusic technology is an interactive and totally integrated, stage control system, which alleviates the need to use bulky and obtrusive equipment and wiring. It is a portable and collapsible piece of equipment that can be installed practically anywhere – from boardroom to stadium size but it is highly recommended that we carry out a site visit to ascertain an accurate picture of the venue.

In order to create the desired effect, we will examine the size of the venue and the acoustic requirements. This allows us to plan the type of equipment and how many performers are required. It will also provide important logistics on access, electrical and other requirements – so that we can be fully prepared on the night!

Step Three – Show Production

We can now start producing a stunning and futuristic multi-media show for you. We will design and build the sets incorporating, if required, the client's name and logo. We will start programming the lights to activate sounds, lighting, visual images, special effects, smoke machines, pyrotechnics and any other digital applications required and commence rehearsals, training and choreographic the performers.

Throughout the production stage, the teamwork and combined input from our artistic, technical and managerial project managers will maximise the success of any performance.

Step Four – Set Up

Our technical crew will deliver and set up the system at the venue. Our performers and artistic team will be present to hold a dress rehearsal. If required, the performers/crew can wear merchandised clothing to promote a seamless operation.

Step Five – On With The Show

Our dance troupe will perform a number of pieces to compliment the theme of your party or event, entertaining and delighting audiences with music, dance, colours and effects. Audience participation can be incorporated with visitors invited to take part in a host of games and activities. As an added incentive, they could receive a branded prize in accordance with their performance. Everything possible will be carried out to provide a unique experience, leaving you to sit back and enjoy the show.

Step Six – Breakdown

We will take care of the de-rigging and removal of the system after your guests have left.

You have the power of creativity at your fingertips and OptiMusic has the technology. So what are you waiting for? Call us to arrange a meeting and demonstration where we can introduce you to the ultimate, interactive multi-media event.

We are committed to the success of each and every project, and will liaise with you at every stage, saving you time and distraction and leaving you free to concentrate on your core business activity.

Power At Your Fingertips

Join us and the growing number of companies who have experienced the magic of OptiMusic - and take a leap into a new dimension!
in training and choreography.

www.optimusic.com