

# HOW WE MAXIMIZED AUDIENCE ENGAGEMENT WITH A LIVING STAGE

*Company-wide motivational event*



## BACKGROUND

Each year, executives, engineers, and sales professionals from the Hughes global team convene at the Sales & Marketing Meeting. The event celebrates company achievements and motivates the team.

Hughes has trusted us to support this event for **16 years**. Executives and attendees designated 2023 as “**the best sales meeting ever.**”

## SOLUTION

As one of Hughes' biggest company events of the year and a key motivational opportunity for employees, the event must be engaging, exciting, and contemporary.

To tell a cohesive story and maximize audience engagement, we designed a one-of-a-kind stage complete with integrated LED technology. The stage captivated the audience with **lighting, animation, and cinematic video content**.

## BENEFITS

### 1. Maximum engagement & content retention

An epic video opened the event with a bang, inspiring the audience and offering a sneak peek into the content and theme of the day. We also crafted a bold script, complemented by sweeping visuals and music to engage the audience and drive content retention.

### 2. Cohesive storytelling

We collaborated with Hughes to develop a unifying theme for the event. The theme was integrated into every element of the event, including **set pieces, presentation graphics, success videos, and interstitial trailers**. The result was a cohesive and engaging experience.

### 3. Immersive technology

Dynamic lighting and **projection mapping** brought the stage to life. We designed a collection of set pieces fitted with color-changing LED tubes. As the event progressed, the lights evolved with eye-catching colors and animation.

## AT A GLANCE

### CHALLENGES

- Engaging the audience
- Telling a cohesive story
- Motivating hundreds of employees

### BENEFITS

- Maximum engagement & content retention
- Cohesive storytelling
- Immersive technology

## STAGE DESIGN



Development Mock-Up



End Product