

OUR PROCESS

1	2	3	4	5	6
introduction and alignment	concept and technical build	design and production	finalization	rehearsal and showtime	post-show
<p>An initial discussion is held to define the event brief. This gives the Client and Ovation the opportunity to clearly define the purpose and set the expectation of the event.</p> <p>At this stage it is important that key brand messages are explained, and any core ideas are put on the table that may influence the concept development for the event.</p> <p>Research and gathering of information will take place at this step in the process.</p> <p>If a formal proposal is requested (RFP), Ovation will provide a document that presents services, capabilities, credentials and estimates. This may be merged into Stage 2 depending on the scale of the event.</p>	<p>We generally conduct a workshop which acts as a brainstorming session to explore how an event can come to life, and what concepts/ themes will align with the brand.</p> <p>Everything is discussed, from technology expectations, stage design ideas and the development of the crew designated to the project.</p> <p>The logistics, schedules, plans and event delivery is mapped out into a presentation for approval.</p> <p>The presentation can include; design concepts, cad drawings, 3D renderings, logistics, specialists, video, audio, stage design, entertainment, seating plan, pricing, etc...</p>	<p>The concept is taken into a rigorous level of detail. Consideration of each component of the event is designed, analyzed and refined to ensure all elements are working together.</p> <p>The site is visited to inspect the facilities and the capabilities, then integrated into the evolving designs.</p> <p>At this stage a project manager is assigned to oversee the entire event, together with a crew; custom built for the perfect delivery.</p> <p>Schedules are planned and content for the event is designed. This may include: video, audio, presentation slides, scripting, speech writing, and much more...</p>	<p>This is an integral stage in the process. Agreement and understanding is required on:</p> <ul style="list-style-type: none"> – content – set construction – gear – transport – logistics – flow of show – timings – access – etc... <p>This is the final opportunity to make amendments, for both Client and Ovation.</p> <p>This is where Stages 2 and 3 really pay off. With strong creative concepts and detailed design, the foundations are set for a successful event.</p>	<p>The Rehearsal. This is basically the practice run, and gives both Client and Ovation the chance to test the run-of-show.</p> <p>This stage is an opportunity to amend scripts, adjust lighting and sound, test video feeds, and most importantly give the clients a feel for the show. Any changes can be managed and implemented.</p> <p>Showtime! The atmosphere at this stage is always hard to describe, with excitement and tension playing equal roles. With all the careful planning looked after, it's time to enjoy the show.</p>	<p>This stage involves cleaning up, packing away equipment, dismantling the stage and loading the trucks.</p> <p>Presentation slides and video & audio recordings from the show are exchanged to relevant parties.</p> <p>Post Mortem: Client and Ovation review the event and discuss how the show played out.</p> <p>Often an event is duplicated in another city, or in the following year. Learnings from each show are communicated for continual improvement and refinement.</p>
OUTPUT	OUTPUT	OUTPUT	OUTPUT	OUTPUT	OUTPUT
A brief may need to be written to ensure the event requirements will be met in all cases.	Comprehensive document presented. Approval required before Stage 3 can commence.	Event starts to come to life as the show day approaches.	Confidence and synergy moving toward the main event.	An engaged audience, inspired employees and energized brand.	Final review and invoice.