

There's No Business that's NOT Show Business: Entertainment at Business Events

Entertainment is often thought of as unnecessary sizzle on the messaging steak - nice to have, but not crucial. Just as we now employ creative room sets, integrate colors and sounds, add "campfires", Open Space, TED type talks, and unique venues into the planning of events, if one considers the massive competition for attention, differences in how we consume content in a digital world, and generational attention spans, **a more thoughtful approach on how, why and how we might leverage entertainment to enhance the attendee experience.**

Your presenter offers **lessons from a lifetime in the entertainment industry** with a focus on entertainment for corporate and association clients. In the early days, a corporate event was Reception/Dinner/CEO remarks/Awards/Dinner dance. Today, **interactivity is a must to engage attendees and bridge generational divides**. From variety "streetmosphere" in pre-function and entry to providing energy for a general session open or close, **the immersive and experiential nature of the right live entertainment and can elevate, enhance and showcase your content.**

This session is always fun. **Everyone has a funny or scary story to share about experiences**. We will incorporate music as intros & outros, add video where supportive of the content, and **encourage attendees to share challenges & solutions throughout the session.**

This is your chance to connect with a veteran entertainment industry insider.

- Apply strategic thinking to entertainment selection as a integral tool to enhance content storytelling.
- How to work with producers, management and artists to create a positive experience for all stakeholders – and your audience.
- How to navigate speedbumps and gotchas in contracts & performances.

Choosing the right live entertainment can add prestige to live events, help tell your story and generate excitement and energy, sending guests home with a sparkling new attitude. **After you've signed the perfect entertainment for your event, the work begins in earnest.** All acts have production requirements. National & variety acts can add complicated contract riders that can be 30/40 pages or more; addressing sound & lighting, security, catering, travel, ground transportation, dressing rooms, merchandising, VIP meet & greets, **brown M&M's** and more. Negotiations can get hairy. **The numbers can drive your budget through the roof.** How do you **know when to red line frivolous requests** and which clauses are essential for the best results for both our clients and the artists?