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branding: events

the brief

We were approached by Newham College to organise their end of year fashion show. We had to event manage the whole project from, finding the location and hiring the stage and lighting equipment and ordering the buffet, to creating promotional materials such as HTML emails, web banners and print flyers. We also had to create a promotional DVD and press photography from the show.

our approach

We had the luxury of a large budget, so on the venue side we were able to dazzle the audience with the Docklands Museum and have Stilt Walkers and other forms of entertainment. On the branding side we wanted to create a bright and vibrant look for the show, to reflect the cultural diversity of the students. It also had to have an urban feel to it as well.

result!

The show was a complete success, and the organization of the night ran very smoothly. The client were extremely happy by the look and feel of the night and the promotional DVD for the college.

CASE STUDY

Newham College
Event Management, promotional materials,
DVD and Photography

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