

Gilder Publishing

[view images](#)

Technology Conferences
The Charleston Place Hotel, Charleston, SC
The Fairmont Hotel, New Orleans
The Fairmont, San Francisco
Ritz Carlton, Laguna Niguel, CA
200-400 Attendees each meeting

The Business Issue:

In an effort to explore and discuss the future of new and emerging technologies, Gilder Publishing holds a variety of conferences each year to bring the best minds together.

Business Challenges:

Gilder Publishing needed us to:

- Create a great looking general session environment that is perfectly executed with very little set-up and rehearsal time.
- Coordinate speakers from different organizations for the main stage presentations and execute flawlessly ~ within production schedule and within budget.
- Manage and coordinate over 20 hours of general sessions with over 40 presenters and their laptops.

How our team rose to the challenge:

1. Beautiful Staging – With a large amount of time being spent in the general session room we created an environment the audience members would enjoy. The set also needed to be flexible to accommodate the different types of presentations ranging from one podium, two podium, panel discussions and Q&A sessions.

2. The "Green Room" – Key to the success of this meeting was a back stage area that allowed the presenters the ability to hook up their laptops, get their microphone and meet the other presenters who would be part of their respective panel discussions. We developed an area that had our graphics technician adjacent to the sitting area with the latest in projection switching technology. We were able to hook up 6 laptops at a time and seamlessly switch to each one. The green room also had a TV monitor so that they could see what was being presented live on stage as well as food and beverages back stage.

At the end of the day, what did the client say...

"Your commitment to excellence shows in everything you do. It is such a relief to know that I won't hear "we can't do that", somehow, you just make it happen, and for that you are number one."