Showcore was presented with many design challenges and our ability to overcome them was paramount for the success of the event. Our customer required a multi-functional event space to carry-out their many executive presentations and educational seminars focused on their new product launches. Add to the fact that there was little time between sessions, Showcore technical design engineers had to come up with a plan that was dynamic, novel, and adhered to our customer's budgetary limits.

**Design Challenges:**

- Turn one general session room with full staging, audio-visual, lighting and rear projection elements into an environment for multiple sessions - all with the same technical elements.
- All stage & design elements had to be functional for a split room configuration for separate stage presentations.
- All room design changes and technical equipment change-outs had to be done within 15 minutes.
- All design elements had to conform to the low ceiling height of the event room.
- Compressed timeline of 3 weeks to design and execute total event production.
Showcore technical design engineers came up with a novel modular room design that could be quickly transformed into 2 separate presentation & meeting environments. To execute this design, we developed new stage elements that could be modified quickly, and that could provide two mirrored stage images on each side of the center room.

Now our customer could conduct two product-specific educational presentations simultaneously. Better yet, each event room incorporated all of the visual, audio, and technical elements to provide a compelling environment to deliver information in an intimate setting.

Solution Elements:
- Used 16:9 screen configuration to maximize the height of the stage so audience sightlines were not disrupted.
- Custom built rigging to address limited lighting capabilities.
- Design incorporated rear projection in all event spaces.
- Built custom impression aluminum stage elements to provide visual texture to staging.
- Main room staging and technical elements had to be designed so air walls could be deployed to cut through the main room to make the 2 rooms needed for separate sessions.
- Had to set-up two separate technical stations for the impending splitting of the event rooms.
- Used push-to-talk microphones for all sessions to enable an interactive discussion environment.
- Designed shifts in light and atmosphere for multiple staging designs throughout the event.

Outcome
The customer was extremely happy with the modular staging and event room design functionality that made their event a success. Better yet, they were ecstatic that they saved money by not having to rent separate event space and the associated costs of audio visual support. The customer also noted that the presenters were happy because they had full presentation staging for their breakouts and that they had access to interactive elements that they had not had before. All the accolades were reinforced when this customer re-booked with Showcore for their next corporate sales event.