

ME PRODUCTIONS
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Mike Quatrini
General Manager

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Last week, our operations manager, was expecting an someone who was on the manifest to arrive around 5 p.m., on Wednesday, but he never showed up. At 2:30 a.m., on Thursday, he finally arrived. Not only was he delayed, but his wallet had also been stolen. He found our emergency dispatch number in his luggage when he got to the airport and reached Claudia, who was on call. He informed her that he was at the airport and that he did not have scheduled transportation or any money to get a taxi.

Claudia put him into an airport taxi, and she drove to the Wyndham Palace in the middle of the night to meet him and pay for his transfer. She also helped him call the emergency numbers to have his credit cards replaced.



Linda Reeder
Dir. of Social Sales

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Social Events Require Expertise Of Skilled PI

By Alison Mitchell

The social aspect of today's SMERF meetings mark sophisticated and involved. To accommodate the ever demand for ashy bar mitzvahs, elegant wedding reception inspirational fundraisers, companies such as ME Productions central and south Florida are churning out upscale social one client at a time. Linda Reeder is the Director of Social ME. An accomplished planner who prides herself on understanding clients' desires and fulfill their wishes through designs, Reeder has been captured in several magazines including Selecta, Special Events Magazine, Social Town and Country. "I consider myself able to create a very broad range of styles, which makes me capable

Social Events, cont.



More than 250 people attended this Alpine-themed bar mitzvah. Special touches, such as falling snow, the scent of fireplaces and cooler temperatures, were used to recreate an atmosphere of a ski lodge.

designing for anybody. I have never been limited by a specific 'style.' I give the client what they want, but, at the same time, I exceed their expectations every time," she said.

ConventionSouth recently caught up with Reeder to learn more about ME Productions, her work in the social aspect of the SMERF meetings market, and the importance of social gatherings to the meetings industry as a whole.

Can you tell us a little more about ME Productions and what the company does?

With more than 25 years of experience, ME Productions is the largest full-service destination management and meeting production company in the Southeast. We have worked with hotels and off-site venues around the world to create fabulous productions. From stage lighting, stage building, script writing, videography and personal coaching to centerpieces, props, booth creation and floral arrangements, ME can work with each group and venue to ensure that the highest level of creativity is delivered.

One outrageous event I planned was a bar mitzvah. elaborate skiing- and snow boarding-themed event for and 75 kids. From the moment of arrival to the point the intended objective of this event was to provide a memorable celebration, while at the same time transporting guests to an unforgettable winter wonderland, miraculously created in tropical south Florida.

We recreated a scenic Swiss ski resort, including our snow-fined evergreen paths leading to a realistic ski complete with an actual working fireplace, comfortable candles and the scent of winter. The event even featured custom-built ski lift with costumed mannequins dressed as snow boarders riding the lift up to hand-painted outfits, which formed a backdrop encompassing the perimeter of the ballroom. One element that made our and decor realistic was the falling "snow" flurrying around guests as they arrived.

We infused the room with a "wood-burning" scent by smoldering logs that were burned the night before. It was draped in white fabric with interspersed mini light glittering hanging snowflakes. Suspended above the faux ice carving of the boy's name, which was hand Styrofoam and dusted with iridescent glitter so that it appeared as if it were carved out of a glacier.

You have described yourself as "acting in the capacity of a party planner," but on a much more qualified and professional level. What does it take to do your job? I think it takes knowledge in every aspect of our business including flowers, linens, lighting, construction, entertainment music and favors, as well as knowing the latest trends in colors. Without vast experience and knowledge, we are not possibly execute the kind, quality and size of jobs we

