

☆ ME PRODUCTIONS NEWS ☆

Headlines

FEBRUARY 2, 2009

STEELERS DRIVE TO CHAMPIONSHIP IN SUPERBOWL XLIII

8 REASONS TO HAVE A CORPORATE EVENT DURING A SLUMPING ECONOMY!

Since business is cyclical, it is more important than ever to find creative ways to satisfy current clients and develop a plan for future business. Corporate Events shouldn't be looked upon as a luxury during difficult economic times... despite the fact that certain events are often amongst the first items to be cut from a company budget.

The value of bringing a group of employees, clients or vendors together, with a common goal should not be overlooked, as it can have a profound effect and both immediate and long term benefits.

CONT' BELOW

ME PRODUCES VICTORY CELEBRATION EVENT



The Pittsburgh Steelers celebrated in style after their last minute victory in Super Bowl XLIII. Hosted at the Intercontinental Hotel in Tampa, ecstatic guests enjoyed the customized Illuminations Theme produced by ME. Covering the entryway, courtyard, ballroom and both of the hotels atriums, the illuminated event featured and dazzling array of fire pits, tiki torches, and a variety of acrylic tables featuring eclectic patterns and highboys in Steeler colors. Logo etched ice sculptures and magnificent centerpieces combined with local flair music rounded out the black and gold victory event.

Congratulations to the 6 time World Champion Steelers!

STEELERS WIN
27 TO 23
OVER THE CARDINALS



CORPORATE BRANDING - ENHANCE YOUR MESSAGE - COST EFFECTIVE EVENTS - BOOST MORALE

1. Communication to Employees and Clients is Paramount

Consistent communication is a common thread of well-run companies. Employees perform better when they have a clear understanding of the objectives, successes and challenges their company is experiencing.

2. Training Sessions to increase Productivity and improve ROI

Set up sales and support teams for success by offering training sessions that provide knowledge of how to succeed in a tough market. Employees gain a competitive edge by learning first hand about products and services, features, benefits and how to overcome objections that can create future sales.

3. Client Events – Branding your image and message

A loyal client should never be taken for granted. Create a relaxed atmosphere show client appreciation with an event that can help to foster even long term relationships.

4. Board & Corporate Retreats – Stress free strategic planning

Get away from the office for the day (or two) to regroup and refocus. In challenging economic times, stress levels are high and it is often very productive to combine relaxation with strategic planning.

5. Product Launches – Create a buzz with customers and vendors

Let the world, or at least your target demographic, know about your new product offering. Create a buzz by inviting your customers and vendors to a premier party at an innovative location. Host a cocktail party at a nearby restaurant. If you are working within a tighter budget, host an open house onsite at your location and invite clients, employees and vendors to stop by.

6. Teambuilding Events – Keep employee morale high

When employee morale is low and stress is high due to economic downturns, it is important to infuse some fun into the workplace. Schedule an activity or teambuilding session that will get your staff interacting and working together.

7. Seasonal Celebrations – Thank employees for their hard work

Thank employees for all of their hard work by celebrating at least a few times a year. Summer/Fall picnics are a great way to get some fresh air and can even include family members. Holiday parties come at a great time to show appreciation for the accomplishments of the year and to set the stage for the successes to come.

8. Competitive Advantage – Utilize these events to create unity of purpose

If competitors are cutting events from their budget, this can put you in a significant position of strength in the sales, marketing and strategy departments versus the competition.

ENTERTAINMENT



FLORAL & DECOR



THEME EVENTS



DMC SERVICES

