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**From Problematic Parking Garage
to Successful NOLA-style Event.**

We See Solutions.[™]

**Our team was tasked
with transforming a
former hotel parking
garage turned exhibit hall
into a PCMA educational
and motivational
experience for over
700 participants.**

Challenge accepted.



Event

PCMA is the world's largest community for Business Events Strategists, providing senior-level education, networking, and market intelligence for the global business events industry. PCMA has 17 North American Chapters, plus regional communities in APAC, EMEA, and LATAM, with members in 59 countries.

The Encore team worked with our customer, PCMA, to deliver a meaningful and vibrant NOLA-style *EduCon 2022* event in New Orleans, Louisiana. The goal was to create an immersive experience that engaged, connected, and inspired participants across the meetings industry. From the general session hall and breakout rooms to the opening night reception, this blank canvas was brought to life in ways true to The Big Easy.



Challenge

With venue spaces at a premium, PCMA presented Encore with a complex challenge at the site inspection – transform a prior hotel parking structure with carpeting into an engaging, multi-functional general session and breakout space. Here are some of the challenges the team solved with extensive collaboration:

- Structure and space utilization
- Effective participant site lines
- No ceiling rigging points
- Low power and AC



Solution

The Encore team worked closely with PCMA representatives during the site visit and follow-up meetings to focus on the challenges. From the initial on-site napkin sketch to the general session stage renderings, the team saw through the uncompromising concrete and the customer was completely relieved and pleased. “Oh my gosh, this will work,” she said, “this is why I chose Encore.”

In pre-planning up to show week, the team overhauled the event space to address all the customer’s needs using end-to-end solutions, including event design, space utilization, production planning and management, plus the right event technology. In addition, the right rental set design and event technology assets were locally sourced and managed.

Key Solutions Used

- The unusually large columns were used to hide floor-mounted vertical trusses that held lighting and robotic cameras.
- Plug-and-play production kits throughout saved space, added efficiency, and increased reliability.
- Three large screens, the triangular stage, and three types of seating ensured every seat was a good seat, no matter the event.
- Generators behind concrete walls provided silent power.
- Extra AC units kept the space cool.



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EVENTS THAT TRANSFORM

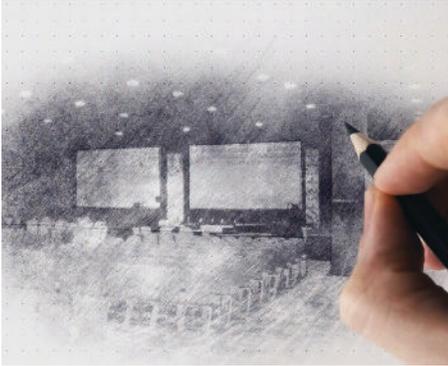


Result

The team transformed the space beautifully. The customer was ecstatic with the outcome.

The attendees loved it and were none the wiser of the challenges PCMA and the Encore team faced.

“New Orleans always knocks it out of the park,” as one attendee exclaimed. “They’ve done a great job.”



Encore Pillars Demonstrated

- ✓ Innovation
- ✓ Collaboration
- ✓ Expertise
- ✓ Excellence

“Problem solving starts with being proactive”

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Encore provides end-to-end event solutions that create immersive and engaging experiences of any size and type, anywhere your events take you.

