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From Make-A-Wish Dream
to Make-A-Wow Extravaganza.

We See Solutions.[™]

Every year, Encore helps bring the InterContinental Miami Make-A-Wish Ball to life. The challenge for the 2022 festivities? Make the event more magical than ever by immersing the guests in an unforgettable experience to increase levels of excitement and inspire greater donations.

With Alberto and team on the task, consider the wish granted.



Event

The InterContinental[®] Miami Make-A-Wish[®] Ball was created by the hotel over two decades ago to benefit children served by the Make-A-Wish Southern Florida chapter. The exclusive ball is attended by 900+ guests, representing a “who’s who” of the Miami area, and provides donors with an unforgettable and fulfilling experience.



Challenge

Encore has proudly helped produce the InterContinental Miami Make-A-Wish Ball for decades. Each year the event gets bigger and better. The 27th annual event’s challenge was to make it more magical than ever in unique and immersive ways — with just three compressed setup days.

The creative ask:

- Stage an engaging opening reception, including a branded publicity “step and repeat” backdrop and silent auction areas.
- Create a “supernature” themed experience between the reception/silent auction areas and the grand ballroom gala event space.
- Bring to life an immersive “NY aquarium” in the grand ballroom for the main dining and open auction event using the best event technology.
- Delight participants with live performances and an iconic entertainer.
- Further surprise guests by executing an afterparty featuring a multi-act cabaret show and nightclub experience, requiring a major room flip in just two hours.



Solution

For nearly a year, Alberto and team worked closely with multiple stakeholders from the hotel, the Make-A-Wish Southern Florida chapter and their third-party designers to make the dream come true.

Solutions included:

- Sourcing people and gear from 20+ regional venues with Encore working 24/7 shifts over three days.
- Creating a transitional experience between the opening reception/silent auction and grand ballroom that featured a mesmerizing “supernature” LED tunnel depicting the New York subways overtaken by nature.
- Producing the grand ballroom event, including a 140-foot LED wall to create a “NY aquarium” experience with coral-like décor, complex and beautiful programmed lighting with audio that brought the underwater world to life, plus an outfitted performance stage and more.

Three project managers expertly ran the different experience areas, while a stage manager directed the big show. As guests were enjoying the grand ballroom event, the team quietly flipped the outside rooms into a surprise afterparty cabaret show and nightclub experience with multiple acts and a DJ.

In each event area throughout the spectacular evening, everything from staging, video and audio to complex lighting, rigging and power was perfectly planned and discreetly executed.

Key Solutions Used

Production

- Staging Services in the grand ballroom and cabaret show for multiple programs with live acts
- Scenic and Décor to enhance all experience areas from arrival to final event
- Show Management to ensure a seamless experience and flow across all event areas, including the big show, dinner, live auction, afterparty multi-entertainment extravaganza and more

Technology

- Audiovisual Solutions for every gala experience, including large-scale LED walls with complex lighting and audio
- Infrastructure Services, including rigging and power, to transform the event space



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Result

The customers and charity ball participants were completely blown away. The guests were so taken with their experience that it was a history-making year, with a record-setting \$5.4M raised in just one night. This was more than twice as much as the previous charity ball. Wishes do come true.



Encore Pillars Demonstrated

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

"There's no problem without a solution"



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