

*Megan Angle and  
Creative Content Studio*

Associate Director, Creative Production

**From Typical Corporate Conference to  
Multi-Dimensional Immersive Experience.**

**We See Solutions.**<sup>™</sup>

Marriott International was preparing to host an exclusive three-day event for 500 general managers (GMs) and had an ambitious vision in mind. The ask? Push boundaries to immerse these high-stakes guests in a multi-dimensional experience that would truly blow them away. Enter Megan and team, ready to surpass every expectation.



## Event

When Marriott International began preparing for a critical three-day event for 500 general managers, they turned to Encore to plan and produce the high-stakes experience. Instead of delivering “another predictable conference,” they wanted the event to bring the wow factor, visually inspiring guests with immersive and themed experiences. With Megan and team on the job, the customer had the right experts to challenge the limits and make their dream a reality.



## Challenge

To execute the customer’s vision, Megan and team tackled event strategy design, the thematic and multimedia creative, complex event technology and overall staging and production — for both outdoor and indoor event spaces. The star of the show, however, would be vibrant motion graphics to keep the audience’s attention while reinforcing an engaging event theme. Cesar and Autumn, rockstars from the Encore Creative Content Studio, immediately got to work on solutions. Pulling this off required cohesion across design, lighting, projection and LED screens, collaboration with Marriott International and buy-in from clients across multiple stakeholder groups.



## Solution

After careful planning, Megan, Cesar and Autumn pitched their trailblazing concept to Marriott International and the customer loved it. Immediately, the Encore experts got to work and:

- Developed the playful overarching theme: “Let’s Go,” which evolved into daily subthemes of “Go Forth,” “Go Far” and “Go Fearlessly” to reinforce and expand on the event’s central idea.
- Built a creative deck to show the customer and guide the team on how the theme would be brought to life across mediums and all event experience touchpoints.
- Partnered with lighting and projection technicians pre-site and on-site to conduct extensive testing. Together, they developed the creative build and technical execution of the 2D into 3D motion animations.

It was how the team communicated and executed these themes that really stole the show, elevating the experience to extraordinary. Marrying inventive concepting with the latest in tech innovations, Cesar developed incredibly complex 2D and 3D forced perspective content that seemed to jump off the screens! In one general session, a sailboat’s larger-than-life journey appeared to cruise beyond the screen’s 2D borders. In another, animated parachuters soared out of the 2D frame on their journey through the sky, giving a stunning 3D effect to the day’s “Go Fearlessly” focus.

## Key Solutions Used

### Creative

- Event Strategy & Design
- Event Branding
  - > Comprehensive Theme & Logo
  - > Creative Guidelines across mediums & touchpoints
- Content Development
  - > Forced Perspective Creation & Testing
  - > Media Execution
  - > Print Applications & Deliverables outdoors & indoors

### Production / Show Management

### Technology / Audiovisual Solutions

- LED Walls
- Projectors & Projection Screens
- Lighting Solutions



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EVENTS THAT TRANSFORM



## Result

An in-house team of creatives with expertise, imagination and high commitment to the customer's vision set the stage for a thrilling experience, seamlessly executed from start to finish. Guests were astounded by the creatively cohesive event — all touchpoints from print applications to general session content created an immersive experience. The 3D graphics made a cinematic impact that left participants buzzing with excitement even after the final session.

In the customer's own words, "The creative team at Encore challenged us to think differently to deliver a product that our general managers had never seen before. They not only delivered but also exceeded every expectation from start to finish."



## Encore Pillars Demonstrated

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

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*"Every client has a story.  
It's the creative's job  
to bring it to life."*

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

