

THE RHYTHM OF SUCCESS

Three 40-foot trucks, 4000 people, 22 personnel, 8 shows in 5 states over 5 weeks equals one amazing roadshow.



Life was very good for the thousands of guests treated to LG's 2005 Roadshow, where they were not only entertained by comedian and MC, Gary Eck, and a top-notch audiovisual presentation, but also led in an interactive drumming session to accompany the event theme 'The Rhythm of Life.'

LG took its latest in product and marketing messages on the road in a five week mobile show organised by TP Events, which annually takes up the logistical and technical challenges and raises the stakes when it comes to creating an event bringing together LG's retail partners from all over Australia.

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"The challenge of meeting well-defined marketing strategies and creating an event that stood out for the somewhat spoilt audiences meant we had to push our team to come up with new ideas, ways of using technology and entertainment to communicate a lot of information."

They certainly pulled it off flawlessly when for the first time in Australia, TP Events integrated a digital hi-resolution audio visual spectacular into the evening

by merging up to 100 image sources, including live feeds from broadcast quality cameras onto a 100m by 5m panoramic screen providing a stunning 280 degree display. The technology kept animation, digital and graphic artists busy for two months producing the content with both music and visual cues.

The entire event takes about eight months of preplanning and six months of preproduction all done in house by TP Events. "The idea of 'Rhythm of Life' combined the branding of 'Life's Good' and the word rhythm to make the event sing out. People immediately reacted to this concept from the planning to the final stages of the event," Yezerksi said.

Custom LG branded drums were handed out to participants, who with the help of Human Rhythms turned the people into a pulse, making them a vital part of the entertainment and turning it all into a powerful and rewarding theatrical experience. **ME**

By Gwen O'Toole

