

CASE STUDY



Savvi Product Launch

THE GIN GARDEN, THE ESTABLISHMENT, SYDNEY

100 ATTENDEES, INCLUDING 20 MEDIA REPRESENTATIVES

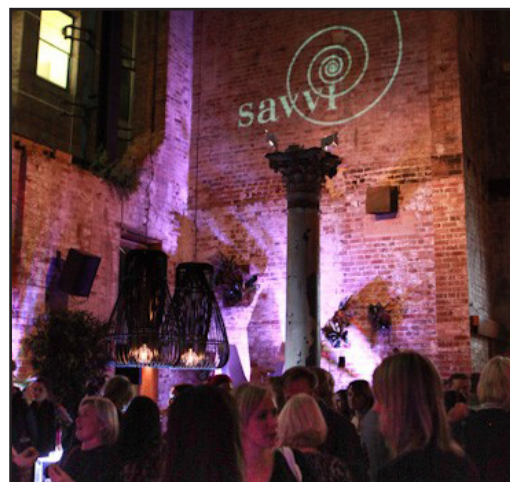


OBJECTIVE

To create an event that launches a new product range within the sophisticated women's gadget industry and captures the attention of media across various mediums.

DELIVERY

This client attended our launch event for The Events Authority and was so impressed with the event that they felt we were the right company to organise their launch event. With a very limited budget, we selected a venue that would provide an atmosphere that did not require a lot of theming and therefore saved on cost and we also created the right ambiance with effective lighting and the projection of their logo on a feature wall. The night was very successful with several media publications covering the event.



TESTIMONIAL

"The Events Authority assisted us with the recent launch of savvi.com.au.

The team were very willing to assist us in every way - from arranging a special venue deal, to offering suggestions for enhancement to our event and supporting us on the night.

The team at TEA including Shelly Page, Leanne Zeid and Jasmine Searle were willing to go above and beyond the call of duty for us and remained courteous, professional and helpful the whole time. We'd happily use TEA again in the future".

Lisa Gooch

Director - savvi group

www.savvi.com.au



You want an extraordinary event... we know.