



MICROHIRE

Event
PwC Federal Budget Breakfast

Venue
Royal International Convention Centre

Audience
1900 Pax



Brief

The Pricewaterhouse Coopers Federal Budget Breakfast event is a high profile, highly anticipated annual event that calls for precision in delivery and execution. Given it's an annual event, and its third year at the Royal International Convention Centre, the client wanted a new element added to their event that would change the look subtly, while still remaining with the core format and layout of the event.

Microhire designed a concept around the stage, complete with a stage set and a unique twist to the entry point on stage that added to the showcraft of the entire event. A black stage wall drape line was installed from the grids, allowing a corridor behind stage. All presenters were guided on stage via this corridor, entering at the centre point on stage, walking underneath the 60' blend screen. Once out on stage the presenter backdrop was a series of light box stage set pieces, at varied heights and shapes, creating depth and a television set type feel. The set pieces

were illuminated and complete with digital projected client logos.

With the event based largely around the government's release of the federal budget the night prior, vision and audio is a key element to this event. In addition to the main 60' blend screen above stage, the side walls each had a 50' blend screen, with the back wall featuring dual 20' x 11' projection screens. High end vision switching gear and a graphics control system was designed to provide multiple outputs to all eight projectors to allow for the blend screen content to overflow onto the banners hung either side of the blend.

The digital projected banners also featured animated client logos. The flown audio system was designed and plotted to ensure a superior coverage of the room, with the utilisation of multiple microphones on stage for an exclusive panel interview with high profile speakers. The lighting design was integral to ensure





the stage and lectern camera shots were high quality for not only the camera footage live to all screens, but also the camera record to be used for post event online viewing.

Responsibilities

Microhire provided the technical components and production of the event including:

- Main Front Wall 60' Blend Screen with dual 20K HD projector blend
- Side Wall 2 x 50' Blend Screens with dual 20K HD projector blend per screen
- Rear Wall 2 x 20' x 11' projection screens with dual 20K HD projectors
- Single 10K HD projector for digital projected client logo on stage set pieces
- Vision switching gear and graphics control for blends and 8 individual outputs, including software to incorporate banner vision content
- 6 x customised banner drops for either side of all blend screens
- HD cameras for vision live to screen and record
- Four walls of black wool draping
- Flown Line Array system including delay stacks for superior audio coverage
- Media splitter for audio feeds to all media onsite
- Perspex lectern with dual microphones, complete with decal of client logo on the front
- Multiple handheld and headset microphones for interviews on stage
- Lighting design utilising specific gels for static stage and lectern fixtures to ensure high quality camera footage on screen and for the record
- Intelligent lighting fixtures to provide a soft room colour wash that complemented the event
- Design, build and supply of stage set pieces, including LED lighting fixtures to illuminate
- Rigging for all vision, audio, lighting and banner

