



Encore builds a new 'Big Thing of Queensland' for leading industry awards

Theme taken to new heights with 7.5 metre diameter circular LED screen

We have The Big Pineapple in Nambour, The Big Macadamia Nut on the Sunshine Coast and The Big Bull in Rockhampton, but nothing prepared the 1,300 guests of the Queensland Hotel Awards for Excellence Gala Dinner for 'The Big LED Screen' designed and delivered by Encore. The creative idea behind the event design, The Big Things of Queensland was literally taken to new heights by the Encore team for the pinnacle event in the Queensland hospitality industry, hosted at Brisbane Convention and Exhibition Centre on 14 October. The 2.4-metre-high circular screen was 7.5 meters in diameter and incorporated 2.5 tonnes of LED. The LED structure was the centrepiece of the event, which also playfully brought to life interactive retro-inspired theming throughout the room such as a ball-pit with a selfie camera, and a functioning ice cream van serving sweet treats. Kelly-Anne Mott, Events and Partnerships Officer, Queensland Hotel Association said the theme was inspired by the uniqueness of Queensland and having fun. "This is the pinnacle event on our calendar and with the best in the business attending, we wanted them to have a fun time, provide optimal chance for networking and celebrate our industry in style. "The brief was to bring to life our fun and quirky theme and the Encore team exceeded all our aspirations with designing their own 'very big thing'. "The engagement we got from the ball-pit, interactive bar and ice cream van was excellent. These three important design elements were carefully curated to encourage maximum engagement – and they did. "We had people dressed up in black tie gowns lining up to jump in the ball-pit and have fun. The activities were perfect for creating interactive elements. "Creating a space for our people to truly celebrate and unwind was a triumph," said Ms Mott. Daniel Hazard, General Manager, SEQ Encore, said this event brought out the best in the team from our set builders who designed and built the ball-pit, to our creative vision, lighting and rigging teams who really pushed the limit in event production. "We rigged the giant LED screen from the ceiling of the Brisbane Convention and Exhibition Centre and created a circular stage below to complement – it was central to the overall design and a focal point of the event. "Combined with the retro styling elements, interactive dancers and the entertainment, this was an event that will be talked about for years to come. "We know the importance of ensuring guests have their expectations exceeded year after year, and this was no exception," said Mr Hazard. -ends- Notes to Editor: Encore has over 30 years event production experience and offer an extensive range of products and services for the event industry. They partner with some of the best hotels in the companies in which they operate: Australia, New Zealand and Fiji. Encore provide technical, styling, design and digital services to hundreds of events each year. Encore: The business of events and the art of engagement. More information: www.encore-anzpac.com For media enquiries please contact: Oakley Grioli, Account Coordinator, Zadro P: +61 2 9212 7867 | oakley@zadroagency.com.au Felicity Zadro, Managing Director, Zadro P: +61 2 9212 7867 | M: +61 404 009 384 | felicity@zadroagency.com.au Images (high res. available upon request): Image: Stage in the round. Image: Circular LED screen Image: Wide shot function room Image: Retro-inspired space with ice-cream truck Image: Ball-pit

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