

Silver Anniversary of Phenomenon Creative Event Services: Something to Celebrate!

Staff and clients look forward to the next 25 years of event theming and styling success.

Perth, WA, 25 July 2014 – Now beginning their second quarter century in the events industry, Phenomenon Creative Event Services are considered Western Australia's go-to event styling and theming professionals.

Phenomenon's Director, Paul Cumming says "Now is as good a time as ever to look back at our journey during the past twenty-five years. We're enjoying reminiscing, but also looking ahead into the future and wondering what 'will be'."

The Phenomenon story began in a humble garage in Perth, by founders Paul Cumming and his business partner Steven Power. They hit upon the idea of a mobile disc jockey business that would service anything from parties to large scale corporate events and other celebrations.

Eventually, both gentlemen brainstormed with ideas on how to expand the business beyond simple disc jockey talent. What they needed to find was a reliable team of hardworking, talented and creative people who could help them grow the business into something 'phenomenal'.

Cumming says, "The resounding message coming through on this point in time is that our current success is based on brilliant people doing equally brilliant work even in the early days."

In 2000, "Phenomenon Creative Event Services" was officially born, when Cumming and Power expanded the business to include photography, videography and event theming. In more recent years, the DJ, photography and videography arms of the business were sold and our primary focus became what it is today, to specialise in four key areas - event theming & styling, furniture hire, corporate branding and prop hire. Phenomenon do however work in tandem with other like-minded professionals to deliver event services such as entertainment, photography, videography, audio visual, lighting and the like."

After so many years, Phenomenon has witnessed trends and changes come and go. What remains, they say, is their commitment to excellent customer service and delivering superior events in Perth and the surrounding area.

"If you'll forgive us and let us brag for a bit, we are proud of the evolution of our company," Cumming says. "Each one of the changes and tweaks we have made means that we are never still and never complacent."

"Looking ahead, our end goal is still no more solid than it was 25 years ago. Every year, we adjust our mindsets to pursue new looks and new markets and to become more efficient and deliver more creative options to our clients." he says.

When asked what exactly has changed in the last quarter century, Cumming stands firm with his answer.

"Many, many things have changed, but not our attention to detail and customer service. Creating amazing events and ensuring people leave an event having had an experience is what we enjoy doing the most." he says.

"We have phenomenal clients who have pushed us to achieve more, and awesome vendors and suppliers, who have helped us realise our needs and goals. We couldn't have achieved this without them because it's definitely teamwork all the way round."

"And we never forget that even if it's a business, we have to have fun," he adds.

Cumming says, "To our equally phenomenal clients who have pushed us to achieve more with each coming year. To our vendors and suppliers, who have helped us realise our clients dreams and needs, and of course, to the staff who have worked so hard at meeting and exceeding this dream. Thank you - we wouldn't have achieved any of this without you!"

Phenomenon Creative Event Services has earned its reputation for excellence in the Perth area. Now twenty-five years strong in the industry, the

Phenomenon team will make your next event one to be remembered for years to come. Visit their website at <http://www.phenomenon.com.au>, or phone them on 1300 33 9000.

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