



Staging Rentals & Construction: constructing creativity and advocating for the Event Producer

Leading event industry supplier, Staging Rentals & Construction (SRC) launched their new campaign, Constructing Creativity this month to bring awareness to the link between creativity and competitiveness in the events industry. SRC see one of the major challenges for event producers and agencies is the constant need to differentiate their offerings from the crowded marketplace. This requires the development of creative ideas that can be delivered within budget and time constraints. Meri Took, Founder and Managing Director of SRC, drawing on 40-plus years' experience in the industry, recognises what event producers need to succeed. "Partnership is key. Event producers need to find a trusted partner who can understand their designs and concepts and offer practical advice, new solutions and constructive ideas. "It's essential they find a partner with extensive event experience who can offer the building know-how, engineering ingenuity, practical support, budget advice and the equipment creatives need," said Mr Took. SRC's Constructing Creativity campaign seeks to highlight the various elements that combine to ensure success for the event producer and furthermore, the benefits the whole industry gains when event partners collaborate and deliver outstanding results. Read Meri Took's full blog here. For more information visit www.stagingrentals.com.au -ends- Interviews with Meri Took, Managing Director of Staging Rentals & Construction are available upon request. Please contact Marlise Beasley at Zadro Agency: 02 9212 7867 0423 624 013 marlise@zadroagency.com.au

Contacts

Marlise Beasley
+61 2 9212 7867
[mailto: marlise@zadroagency.com.au](mailto:marlise@zadroagency.com.au)