

CROCK PRODUCTIONS – CASE STUDY

MERCEDES GRAND PRIX DINNER, 2001-2005

NAME: Mercedes Grand Prix Dinner 2001, 2002, 2003, 2004 and 2005

CLIENT: Mercedes Car Group

VENUE: Palladium at Crown

EVENT TYPE: Grand Prix Race Eve Celebration

PAX: 1050 guests

THE BRIEF: Each year, Mercedes in conjunction with McLaren, holds the Mercedes Grand Prix Dinner on the eve of the Melbourne Grand Prix. The aim of the dinner is to recognise the partnership between McLaren and Mercedes, and to celebrate the Melbourne leg of the Formula One Grand Prix.

PLANNING: Planning meetings began in November 2004. The first step in the process was to develop the concept for the event. In 2005 we decided on the theme 'Fire and Ice', given the Columbian and Finnish backgrounds of the team drivers Juan Pablo Montoya and Kimi Raikkonen.

THE EVENT: The theme "Fire and Ice" was heavily emphasised throughout the evening. Each table had either a red flower or white flower centerpiece, and Crock Productions liaised with Crown Catering to create a "Fire and Ice" Dessert, specifically for the evening. The event also incorporated the introduction of Montoya and Raikkonen, who conducted a question and answer on a revolving stage with a glistening F1 replica.

ENTERTAINMENT: The entertainment sections were certainly the highlights of the evening. The exciting opening entertainment was a dance routine incorporating accompanying video productions, aerial performers and indoor pyrotechnics. The feature entertainment was a Fire and Ice spectacular, incorporating ice skaters, snow dancers, real snow falling from the roof, fiery Latin dancers, fire, bongo players, video production and our very own Audience Apprehension Devices (AAD). The AAD was created especially by Crock Productions for this event. This device allows us to shoot flames horizontally, directly at our audience. Finally, the evening finished with performances by the Matt Heatherington Band.