

CROCK PRODUCTIONS – CASE STUDY

TABCORP XMAS 2001 "HAWAIIAN LUAU PARTY"

TOTAL EVENT PRODUCTION AND COORDINATION

NAME: "Hawaiian Luau Party"

CLIENT: TABCORP Holdings Limited

VENUE: Events Warehouse, Southbank

EVENT TYPE: Employee Christmas Party

PAX: 450 guests

THE BRIEF: After a process of selection through tender and interview, Crock Productions was assigned to produce and coordinate all aspects of the Xmas Party.

PLANNING: Regular meetings were held with the TABCORP Christmas Committee, starting in mid July. Due to the demand for venues in Melbourne over the Christmas period, it was imperative to secure a venue as soon as possible. Out of a choice of three, Events Warehouse was chosen as the most suitable.

THE PARTY: The beach theme for the party had already been chosen by the committee from a range presented by Crock, and it was decided that a relaxed stand up format with catering consisting of small bowls of gourmet food would fit the atmosphere. To enhance the Hawaiian Luau party, a large beach scene backdrop was hung along the back wall of the venue with the stage to one side. The scene was then added to with large palm trees and lush plants placed all round the room along with bamboo wall hangings, antique surf boards along the walls and rigged in the roof along with old nets, crayfish, lobster pots and a selection of fun inflatable animals. Hibiscus flowers were scattered over every available surface and with lighting effects, the whole area came alive. Weighted helium sea creatures floated freely around the room and through the crowd creating an interactive environment. The outside area was laid with several tables and wood burning braziers and bamboo flares creating an intimate atmosphere and reflecting light off the river, providing relief for those who wanted a bit of fresh air and a chat.

ENTERTAINMENT: It was decided that there would be no dance band due to the limited floor space and that music would be played by a DJ. Therefore other forms of live entertainment were sought including a mechanical surfboard competition, a tattoo artist and a caricaturist. Later in the night, a limbo competition was held and prizes given out

accordingly. Throughout the evening, Hawaiian Girls in grass skirts handed out sarongs, thongs, flowers, sweeties and inflatable beach toys to guests.

CLIENT COMMENTS:

Robert Preston, Executive General Manager, Human Resources, TABCORP

"Congratulations on organising a superb TABCORP Christmas Party. Thanks to your efforts, the evening ran smoothly and it was great to see everybody embracing the Big Hawaiian Luau theme."

OTHER NOTES:

In 2002 we managed the Tabcorp Christmas Party once again, this time with a Latino theme held at the Next Blue night club at Crown.

