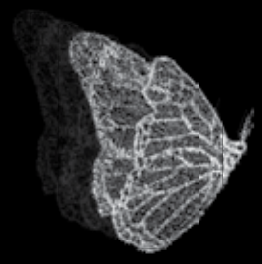


# EVENTARCHITECTS INSIGHT

issue4 spring 2010



captivate. cultivate. elevate.

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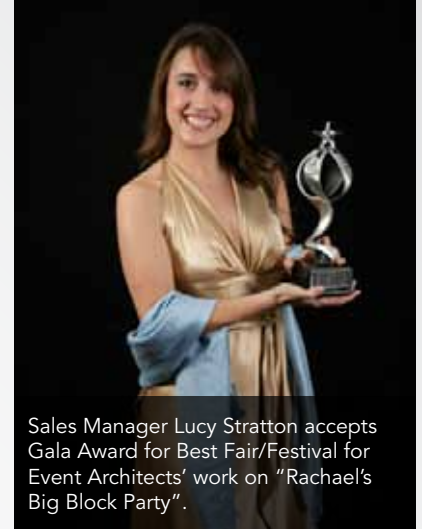
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## And the Winner Is...

Event Architects takes home Gala Award for Best Fair/Festival

Event Architects was honored to be the recipient of Special Events Magazine's 2009 Gala Award for Best Fair/Festival for our work on "Rachael's Big Block Party", an outdoor party celebrating the fourth season premiere of The Rachael Ray Show. Sales Manager Lucy Stratton accepted the award on Event Architects' behalf at The Special Event Conference in New Orleans in January. What a way to reign in 2010!

— Rachel Eisenhauer



Sales Manager Lucy Stratton accepts Gala Award for Best Fair/Festival for Event Architects' work on "Rachael's Big Block Party".

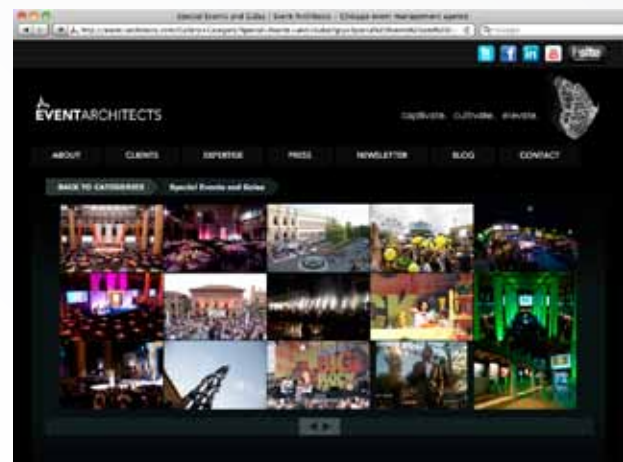
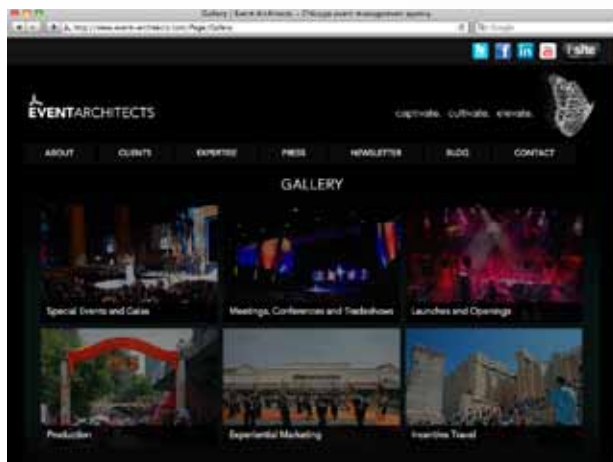
## Check out EA's new photo gallery

Event Architects' website now features a stunning new gallery

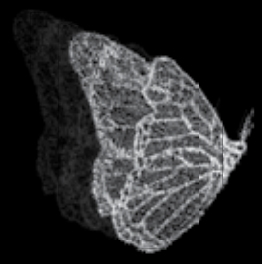
Visit Event Architects new online event gallery at [www.event-architects.com/page/gallery](http://www.event-architects.com/page/gallery) to view recent event photos and some good oldies from our favorite events. All photos are organized by event type:

Enjoy perusing through our work!

- Special Events and Galas
- Meetings, Conferences and Tradeshows
- Launches and Openings
- Production
- Experiential Marketing
- Incentive Travel



Make your brand noticeable and memorable through meetings and events.



## Ch-Ch-Changes: Office Renovations

Event Architects' newly renovated office space

By: Rachel Eisenhauer

Just this past summer, our owners Fergus Rooney and Gabrielle Martinez decided our office spaces could use a face-lift. But what started as a face-lift, turned into major reconstructive surgery. Tear down commenced on October 1st, and four months later... boom. Event Architects now enjoys the sleekest, chicest, coolest 8,500 square foot office space in Chicago.

Renovations took over the entire office (even though we never closed down). Dark-colored walls turned into light hues; doors and windows were cut out of walls; carpet was torn out and hard wood floors laid down. Everyone was shuffled around into dust free areas at one point or another (think: event producers forced to work in the conference room a la college study sesh).

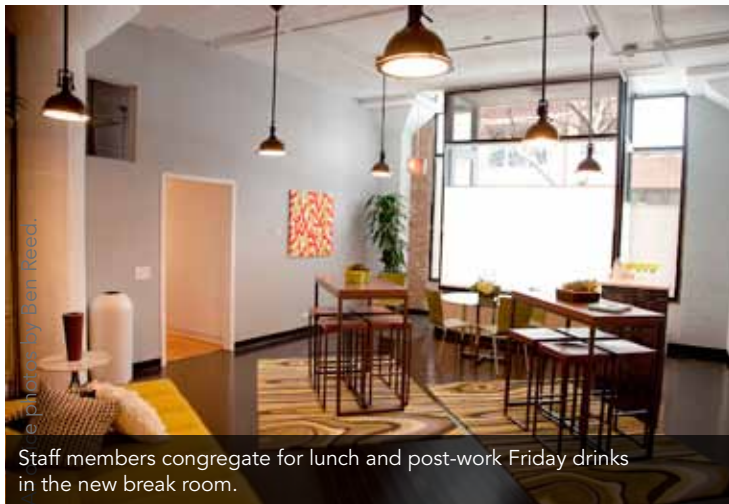
Perhaps the most drastic and by far the most fantastic change came with the addition of our back office spaces, which include the new break room, production meeting space and deco show room.



The break room wall holds framed memorabilia, including event invitations, menus, programs and tickets.



The renovated production meeting space features an installation displaying Event Architects' proposal covers from throughout the years. Beyond the sliding glass door is the all white deco showroom.

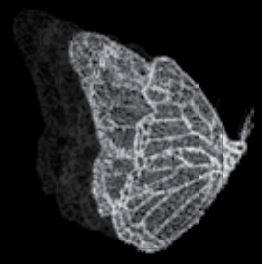


Staff members congregate for lunch and post-work Friday drinks in the new break room.



The conference room features a formal meeting table as well as a relaxed lounge area. The "larger than life" CAD rendering on the yellow-hued wall is always a favorite conversation piece for visitors.

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## Green Tip: Eco-Fair Trade Gifts from Greenheart

This year, we gave gifts with heart

By: Caitlin Monaghan



Our clients raved about this year's New Years gift from Event Architects. Ladies and gentlemen around the globe opened eco-friendly Greenheart Shop boxes (made by artisans from a single village in the Philippines) to discover fair trade teas, coffees, caramels, truffles and other goodies courtesy of one of our favorite Chi-town shops, the Greenheart Shop ([www.greenheartshop.org](http://www.greenheartshop.org)). Next time you need to pick up a gift or a new décor item for your home, stop by this boutique on trendy Division Street in Wicker Park (1911 West Division Street).

In this day and age when there are so many shades of green... awareness, the discerning shopper can be confident that Greenheart has done the legwork to provide eco-fair trade products that are "Fair to producers, and good to the earth," which is the heart of Greenheart's philosophy.

There is so much buzz around being "green" and "eco-friendly", but not as much awareness around the fair trade movement, especially when it comes to the American consumer's shopping habits. Greenheart ensures their featured products support the "eco-fair trade" movement — a combo of eco practices, the use of sustainable materials, and the seven principles of fair trade:

Another fabulous resource Greenheart provides on its website is the Chicago Guide ([www.greenheartshop.org/t-gh\\_chicagoguide.aspx](http://www.greenheartshop.org/t-gh_chicagoguide.aspx)), a list of "socially and environmentally responsible businesses and organizations that provide ethical green products and services." Every Chicagoan should cross-reference this list with Yelp.

Thanks Greenheart for making us socially responsible shoppers!

### Seven Principles of Fair Trade:

1. Producers receive a fair wage for their work
2. Working conditions are safe
3. Producers and buyers develop long-standing relationships
4. Producers have access to credit and technical assistance
5. Environmentally sustainable practices are encouraged and implemented
6. Equal employment opportunities for all, and the empowerment of women
7. Practices are completely transparent, accountable and democratic

*Credit: Greenheartshop.org*

Along with the gifts inside, our clients loved the Greenheart gift boxes made of sustainable packaging.



The EA Marketing Team keeps the Greenheart gift boxes in their office.



Photos by Ben Reed.

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## Twitter Takes Off at United Airlines' Annual Conference

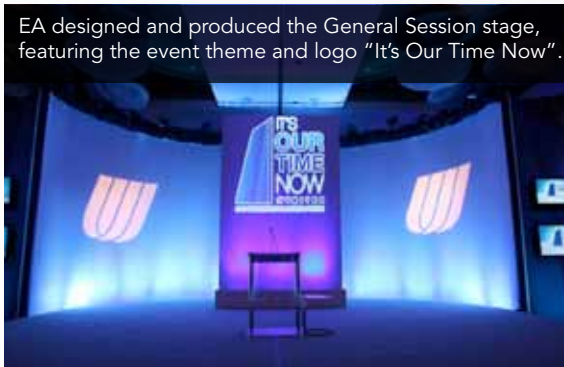
Event Architects infuses social media tools into annual conference

By: Emily Olson

For the past few years, United Airlines and Event Architects have partnered up to produce United's annual Worldwide Planning Forum, an elaborate Sales Strategy Meeting. This year, well over 600 international United employees attended the conference themed, "It's Our Time Now."

Event Architects added a social media initiative to the mix this year by building a Twitter Café on site. Attendees had the opportunity to follow the conference's Twitter page and post comments throughout the week. Roughly 70% of attendees participated and were always eager to see their posts displayed onscreen during the General Session.

EA designed and produced the General Session stage, featuring the event theme and logo "It's Our Time Now".



Event Architects integrated social media into the conference with a Twitter Café.



## What songs work for events?

A mix of our fav tunes to pump up an audience

By: Erin Trimble, featuring Chase Gooch from Creative Republic

Certain songs dictate our feelings and activate specific memories as soon as we hear them. We are amazed at how quickly music can transport us and trigger long lost feelings. Luckily, music helps define and mold new exciting memories to last a lifetime.

These days, sports teams, celebrities, corporations, TV shows, even presidential candidates have theme songs. For events, Event Architects and Creative Republic compare iTunes libraries and spend hours researching music and songs for that perfect "moment" at an event. Sometimes music even helps define an event's brand as a whole.

Here are a few songs that are in our go-to song arsenal. There is something about these tunes that help conjure up the moment driving your unique message home to your audience... with a little extra flash and passion.

"Little Less Conversation (JXL Remix)" by Elvis Presley

Viva La Vida" by Coldplay

"Viva La Vida" is compelling. This song is invigorating. This song is the perfect start to an opening video for a conference -- trust us. It's been done before, and it'll surely be used plenty of times again! But it's just so good. Also, see "Clocks" for another electrifying song by Coldplay.

"Bittersweet Symphony" by The Verve

This Indie rock song isn't quite as upbeat as others on this list, but it is a memorable song from The Verve's 1997 album, Urban Hymns. The track begins with a violin theme and progressively builds throughout, adding more musical layers in a very memorable way.

"Elevation" by U2

"Stronger" by Kanye West

"Party in the USA" by Miley Cyrus

Ask us to write this list again this time next year and the tween queen's song probably won't make the cut. It's a very catchy up-tempo track though, there's no denying that! This song is sure to get your guests' heads bobbing along to the beat... "So I put my hands up, they're playing my song..." Who can resist?

Any song by Michael Jackson

"You Get What You Give" by The New Radicals

"One, two, one, two, three..." This song's intro is one of our favorites. This song shot to the charts in 1999 and while the lyrics are kind of all over the place, they're not necessarily what you need to focus on. It's the intro and melody that's timeless and useable for any event.

"Tardy for the Party" by Kim Zolciak

Ok... so we have never actually used this song on any event, but it is a personal goal of ours to find the perfect moment to break it out of our song arsenal.

So now you have peeked into our bag of musical tricks. It is best to recognize songs are closely connected with world events and pop culture. What is fun and amusing today becomes outdated quicker than any of us would like. But the best part is, if you wait a while it could all come back in a classic/ironic way. Mmm Bop anyone?

Make your brand noticeable and memorable through meetings and events.