

Case Study - Chartered Institute of Management Accountants (Live Events)

CIMA - The Challenge



The CIMA President's Dinner and Annual Awards,

held at the Guoman Tower Hotel, London, was the biggest yet with around 400 guests. CIMA members, students and suppliers from across the globe were recognised for their achievements in driving success in business.

Delivery of this prestigious event, hosted by the comedian, television presenter and author, Dominic Holland, needed to build on the success of previous awards ceremonies with added impact to celebrate CIMA's 90th anniversary.



AVT - The Solution

In advance of the event, AVT filmed and post-produced their special award winners acceptance speech video. AVT also designed & created the Keynote presentations including a number of animations for the show.

The stage set was bespoke-designed not only to complement the venue, but also to reflect the prestige of the event and the strong CIMA brand values.

AVT opted to use the latest in technology; soft edge blending twin 18000 lumen projectors to a 23' superwidescreen, making the backdrop to the event very much the screen content. Picture in picture camera relay was employed for all presenters and winners walk up and and acceptances. This enabled those at the very

back of this 50 metre room to read the slide content and view the guest speakers and presenters with ease, therefore remaining engaged with the ceremony throughout.

Creative lighting design and carefully selected music added atmosphere and further glitz and excitement during the awards announcements and winner walk-ups.

The Results

"I just wanted to reiterate my thanks to you and the rest of the team for the wonderful event last night. The production ran like clockwork and you've been a really professional organisation

to work with from start to finish, making life really easy for me when I was taking on this project for the first time.

I've had loads of feedback today about how great the setting and ambience was and I really appreciated your support throughout the evening.

It has been a pleasure working with you."

CIMA Internal Comms Manager

