

## CONVENTION ENTERTAINMENT

### THE REQUEST:

Create and perform a customized show during a convention to say thank you to company sponsors

### ATTENDEES:

300 employees and major sponsors of a national florist company

### THE EVENT:

A high-end cocktail party with roving entertainers followed by an original customized show with audience interaction, held on the gigantic stage of Jones Hall in Houston, Texas.

### WHAT WE DID:

During the cocktail party, we milled around as humorously dramatic opera characters and interacted with the guests. Talent Scouts from the florist company (wearing hats with that label) were on the lookout for guests who would have fun participating in the performance later on in the evening.

After the cocktail party, the guests were seated and we performed a mock version of the Broadway show *A Chorus Line*, only we were all auditioning to be The Florist. Many fun references to the floral industry were incorporated into the script and song parodies. The guests who had been selected prior to the performance had fun walk-on roles playing people who were also auditioning. Their "talents" were playing the triangle, blowing bubbles, reading from an over-the-top soap opera script or playing the kazoo.

"I am blown away by the level of talent in your troupe. This is better than some Broadway shows I have seen. Thank you for creating such a stellar experience for my guests....and me!"

### RESULTS:

The event was a big hit and the perfect entertainment after a long day at the convention. Everyone loved that we brought their industry into the show and the sponsors and employees felt appreciated and rewarded.



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