

Event · Stage Live Brand Theatre

Where many *book venues,* we compose *evenings.*

Fifteen years of stagecraft, strategy, design, curation, technical production and on-ground execution, for India's most demanding brands, inside its most premium rooms.

The House Principle

“ *An event ends at midnight.
An evening lives
in the calendar.* ”

Synergy MarCom™, house principle

Most agencies are paid to stage a room, a stage, a screen, a run of show. We are paid to design the memory a guest carries out, the one that reappears in the next Monday review, the next budget conversation, the next hotel booking.

That is the difference between an event and an evening. Between an impression bought, and a story earned. We build the second, at ballroom scale, on a clock, to a finish that survives the photograph.

Inside this volume

Contents.

*A working portfolio, arranged not by industry, but by the **shape of the room** and the **memory** the room was engineered to leave.*

*Read straight through in fifteen minutes.
Or open at any chapter, every case is engineered to stand alone.*

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I.

Chapter one

The House & The Craft.

*Who we are, what we own,
and the rooms we have earned access to.*



The Sentence

We don't run events.
We compose *evenings*
brands are remembered by.

15+

Years of stagecraft

Strategy, design, curation, tech and on-ground, one team, one P&L.

300+

Evenings executed

Investor forums, launches, dealer meets, award shows and live properties.

35,000_{sq ft}

Owned production floor

Five owned warehouses across India, carpentry, welding, print, dimensional.

5-star *access*

Premium venues, nationwide

Standing relationships with India's premium hotel chains, priority holds. priority holds.

Why brands move from vendor to partner

Strategy, design, curation, technical production and ground, under *one mandate*.

01 · Strategy

The brief before the brief.

We start with the business outcome, not the run of show. Every stage cue, seat, and sightline is judged against a marketing job.

02 · Design

In-house 3D, 2D, spatial.

Set design, brand identity extension, LED architecture, hospitality journey, drawn to the millimetre before a single truss is booked.

03 · Curation

Programme & talent.

Speaker line-ups, moderated arcs, artist and MC bookings, hospitality flow, the evening's script and evening's script and its cast.

04 · Technical Production

Audio, lights, video, rig.

Line-array sound, moving-light design, LED walls, cue-based show control, safety compliance, compliance, engineered and calibrated.

05 · Manpower

Specialised, multi-lingual.

Hosts, ushers, protocol officers, translators, floor crew, briefed to your brand, not to a generic generic script.

06 · Ground

Show day command.

Vendor orchestration, permits, safety, hospitality, contingency and live troubleshooting, one radio troubleshooting, one radio channel, one call sheet.

The rooms we've earned access to

A venue is not booked. It is *negotiated into character*.



i · Access

Standing relationships with 5-star chains, Taj, Oberoi, ITC, Marriott, Hyatt, Radisson and premium regional properties across metros and Tier-1 India.

ii · Priority

Preferred inventory, priority holds, and negotiated commercial terms, the difference between a room that fits your date and a date bent to fit a room.

iii · Fluency

Direct working line to banquet, F&B, engineering and security teams, the calls that stop a hospitality mistake before it reaches your guest.

iv · Reach

Mumbai, Delhi NCR, Bengaluru, Hyderabad, Chennai, Kolkata, Pune, Pune, Ahmedabad, and the second-tier cities where your dealer base actually lives.

II.

Chapter two

Infrastructure.

*Before we book a room, we already own
the floors it will be built on.*

5

Owned warehouses

35,000 sq ft

Aggregate build floor

5 cities

Regional production hubs

Five warehouses. One standard.

Owned floors, *not rented capacity.*

35,000 sq ft of build floor, across five owned production warehouses, Mumbai, New Delhi, Kolkata, Delhi, Kolkata, Hyderabad and Vizag. Carpentry, welding, dimensional fabrication and large-format large-format print, all under a single quality standard, all reachable overnight.

When a national roll-out lands in a Tier-1 city on Monday, it doesn't wait for a truck from Mumbai. It ships from the closest floor.

i · West	ii · North	iii · East	iv · South	v · SE Coast
Mumbai	New Delhi	Kolkata	Hyderabad	Vizag
Flagship & HQ	Northern hub	Eastern hub	Southern hub	Coastal reach

“Every ply, every truss, every letter cut, on a floor we walk on Monday morning.”

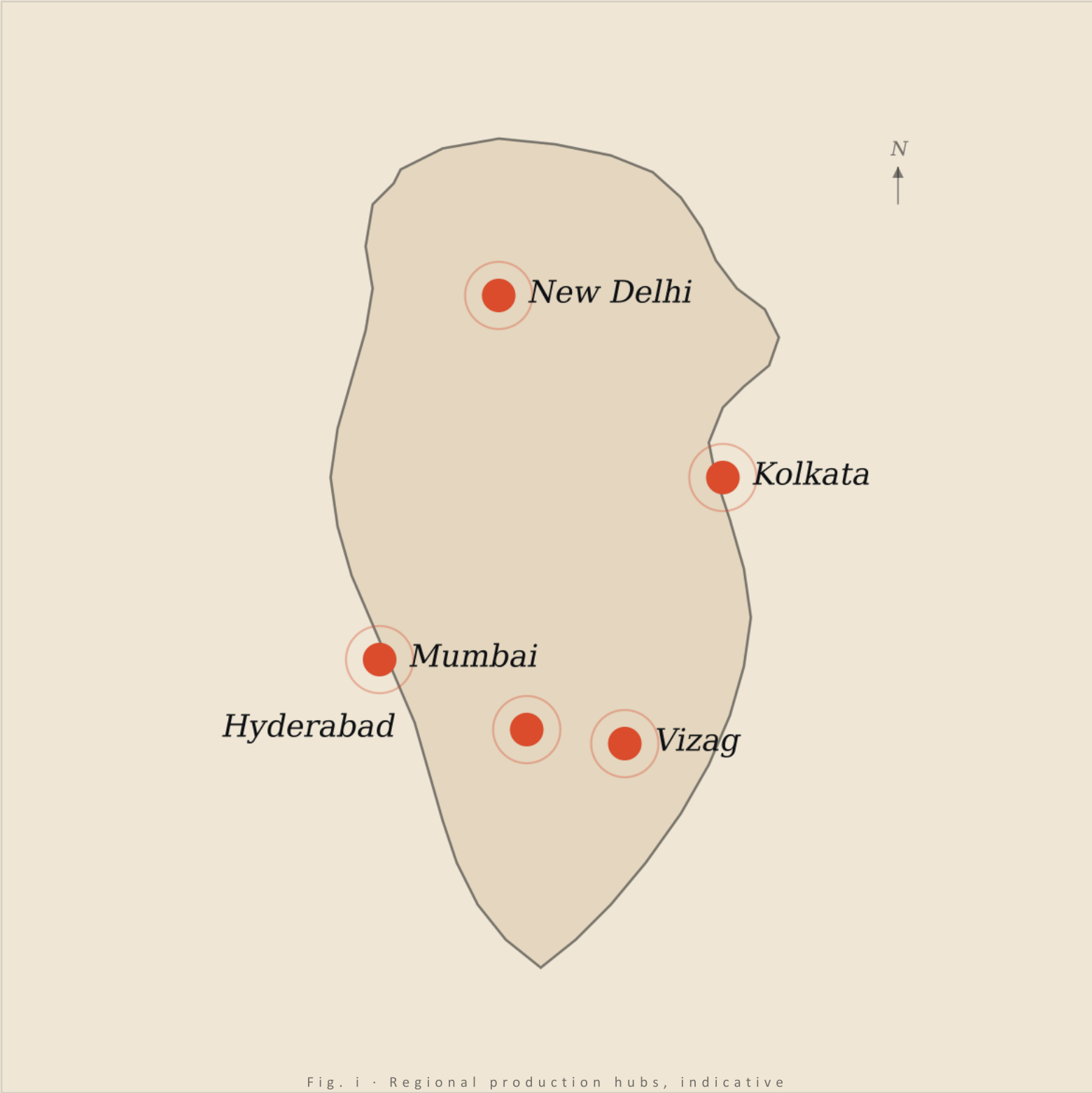


Fig. i · Regional production hubs, indicative

Inside the build floor

The evening is built here *first*.
Only then does the venue see it.



i · Booth & stage build on-site, from the ground up



ii · steel framing



iii · truss library



iv · dimensional letters · v · large-format print



vi · panel install

Metal, wood, print, soft, integration

Five trades, five floors, one *quality standard*.

01 · Structural

Steel & welding.

Trussing, gantries, load-bearing structures, welded on our floor, load-tested before shipping.

02 · Scenic

Carpentry & ply.

Set builds, walls, risers, custom furniture, from marine ply and MDF, finished on our own paint line.

03 · Print

Large-format graphics.

In-house solvent & UV wide-format printers, brand brand graphics, vehicle skins, backdrops, printed floors.

04 · Dimensional

Letters & sculpt.

Free-standing letter installs, brand sculptures, hero hero pieces, CNC cut, hand-finished, ready for the the photograph.

05 · Integration

Rig, cable, install.

LED, lights and audio integrated at the workshop before before transport, so venue install becomes assembly, not assembly, not construction.

“Metal, wood, print, soft & integration, *owned, not outsourced*. That is the difference between a fabricator with a supplier list and a partner with a floor.”

Director · Build & Operations · Synergy MarCom™

III.

Chapter three

Ballrooms.

Where investors sit, cabinets are received, and dealer networks are reset for the year, inside India's most watched rooms.

Two cases follow · Investor Conclave · Dealer Conference

Investor forums · industry summits · policy platforms





State Investment Summit × 5-star ballroom

The Conclave.

A room that *signalled they were open for business.*

The brief wasn't a stage. It was a signal, to visiting investors, delegations and the press, that this brand's investment brand's investment story is fluent, disciplined and international.

Synergy MarCom™ designed a stage architecture built for business-level protocol: dignitary flow, translated speaker feed, cinematic content wall, chairman-of-the-board seating cue, and a hospitality layer indistinguishable from the hotel's own. One agency, one call sheet, one accountable name on the run of show.

Format

Investor stage
& hospitality

Scope

Design, tech,
protocol, ground

Win

Zero protocol
break, live coverage

The mechanics

From ballroom to *investment platform*.

A cabinet-grade conclave is not a bigger banquet. It is a room re-engineered, for stagecraft, security, translation, camera lines, chairperson protocol, and the peculiar politeness of a delegation that must be received, not managed.

The room ran for eleven hours. Not a single hospitality escalation was raised.



01 · Design

Stage & protocol layout

Set, LED wall, dignitary seating cue, chairperson approach.

02 · Tech

Broadcast-grade rig

Line-array sound, moving lights, video switch, translation feeds.

03 · People

Protocol & hospitality

Ushers, translators, floor crew and green-room hosts, briefed to to protocol.

04 · Ground

Show-day command

One radio channel, one call sheet, one accountable lead through eleven through eleven hours.

National dealer conclave · automotive & consumer durables

A dealer meet is not a party. It is the *yearly reset* of a distribution business.

Every dealer arrives with a mental scorecard. The evening either sharpens their pencil for next year's targets, or it doesn't. Ours are engineered for the first outcome.



Format, dealer & channel plenary · Scope, content, stage, hospitality, awards · Win, target-year sell-in signed at the venue

IV.

Chapter four

Stagecraft.

*Where the room becomes a broadcast.
Where a brand shares the stage,
and does not disappear behind the artist.*

Two cases follow · Awards Show · City-Scale Live Property

Award shows · concerts · IP-led properties · outdoor scale

synergymarcom.in/stories

National Radio IP · Freedom Awards

The night *music* became a *medium*.

Concert-grade production for a national radio IP, a stage where the industry receives itself, and where the sponsor is not a logo on a not a logo on a backdrop, but a co-star. Custom scenic build, moving-light architecture, twin LED walls, line-array sound, and cue-based sound, and cue-based show control across a two-and-a-half-hour live property.

“They ran the show like a broadcast. Our sponsor didn't sit next to the artist, they shared the story.”

Programming head · national radio network
Representative feedback from the campaign archive

The build

A stage designed as a *brand instrument*.

An awards show is a broadcast on a clock. There is no second take. Every cue, walk-on, VT, applause bed, applause bed, envelope, acceptance, is calibrated in advance and called live. We built the stage, ran the stage, ran the show, and captured the story in a shape the sponsor could reuse across all its downstream channels.

Zero

Cue mis-fires

2h 30m

Live property

1 team

Design → show call

Show flow

Concept → scenic design → rig plot → artist & MC advance → rehearsal day → live call → content harvest, each stage owned by a named lead, none of named lead, none of it outsourced downstream.



Backstage rig · custom scenic build · twin LED architecture · live band cue

City-scale sports IP · open-ground brand stage

A venue the size of a *city block*.

A city closes for a morning. Sound has to travel across an open ground, video has to survive daylight, and the brand has to feel present without present without shouting. We built the finish-line stage, the audio field, the sponsor stack and the celebrity handling, and packed down before the first down before the first traffic signal reset.

Open ground.
Broadcast-grade audio in daylight.

V.

Chapter five

Activation.

*Brand integration, product reveals,
and the dealer stages where sell-in
gets signed on the spot.*

Three cases · Mall Lobby · Sponsor Stage · Product Reveal

Brand integration · channel activation · trade experiences · reveals

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Consumer networking brand × premium mall circuit

A mall lobby turned into a *launch floor*.

For a new-category consumer tech launch, the showroom was the wrong room, the right one was the Sunday mall lobby, where the lobby, where the family shops together. We built a scaled brand pod, a live tech demonstration stage, and an on-spot registration mechanic, then ran it as a repeatable module across cities.

Same finish, same script, same footfall metric, city to city.

Format
Mall lobby
experience zone

Built
Modular scenic +
demo counter

Cities
Multi-city
mall circuit



Lobby pod · evening product demo · lit brand stage

Trade brand × cultural & music IPs

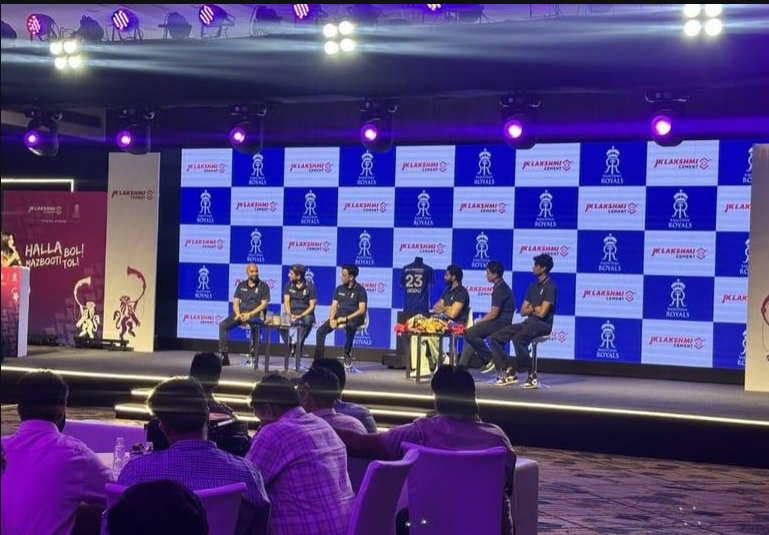
Not a logo on the backdrop. A brand written *into the evening.*

Most sponsorships end up as a name on a backboard. We treat sponsor integration as a scripting problem, where the brand appears in brand appears in the MC's line, the moment of applause, the walk-on graphic, the celebrity handoff, the take-away card. Presence, not card. Presence, not decoration.

“They understood the difference between visibility and integration. It's what made the sponsor sign back on for the next season.”

Head of trade marketing · consumer brand
Representative feedback from the campaign archive

Format, sponsor-integrated IP stage · Scope, scripting, staging, brand cues · Win, sponsor renewal



Product launches & category reveals

The one *unveiling* the room won't post about tomorrow.

A product reveal is a choreography, light cue, curtain, spec plate, first touch, first photograph. Done well, it produces the image the trade press keeps using for a year. Done badly, it produces a room that claps because it has been told to.

From new-category tech launches to festive-season SKU refreshes, we design the reveal *backwards from the photograph*.

“The reveal shot ran on trade covers for six weeks. That’s the photo we underwrite the launch against, and it was built on their stage.”

Marketing director · consumer electronics · representative feedback



Reveal cue · press moment · brand portraits · guest photobank

VI.

Chapter six

The Firm & The Promise.

The advantage, the roster, the team, and the invitation to begin.



Where an event agency becomes a partner

Six reasons brands stay, and *bring us the next brief* unprompted.

<i>i.</i>	<i>ii.</i>	<i>iii.</i>	<i>iv.</i>	<i>v.</i>	<i>vi.</i>
Marketing lens, not production.	Aesthetic discipline.	Venue access, nationwide.	Owned fabrication.	One integrated team.	Execution reliability.
Every stage cue is judged against a business outcome, not a floor plan.	Rooms that feel expensive without being loud, restrained, on-brand.	Standing relationships with 5-star chains, faster faster locks, better terms.	Five warehouses, 35,000 sq ft, steel, ply, print, print, letters, on our own floor.	Design, tech, manpower, ground, one P&L. No No hand-off losses.	300+ evenings executed. Show day is the least dramatic dramatic part of the calendar.

“Synergy MarCom handles the chaos of show day, so we don’t have to. We get total peace of mind, and our brand stays the talk of the office long after the event ends.”

Head of brand marketing · premium hospitality · representative feedback

A cross-section, not a directory

Sectors *behind the cases.*

Indicative of the categories the firm has staged evenings for across 15+ years. Named clients available on request under NDA.

i.
Public sector & policy

- State investment summits
- Ministerial conclaves
- Public-affairs platforms
- Diplomatic receptions

ii.
Telecom & media

- National radio IPs
- Broadcast award shows
- OTT & music properties
- Print & digital brands

iii.
Consumer & tech

- Networking & smart devices
- Personal computing
- Automotive launches
- Consumer durables

iv.
BFSI & fintech

- Investor conclaves
- Fund launches
- Dealer & channel meets
- AGMs & results roadshows

v.
FMCG · health · CSR

- Category launches
- Trade activations
- Cultural & festive IPs
- Public health platforms

Every category shown here has a story with a name behind it, and a photograph you'll recognise. We share both under NDA the moment there is a brief on the table.

The team behind the work

Partner-level *on the phone.* On the floor.

Every mandate at Synergy MarCom™ is run by a partner-level lead, not a junior account handler. The handler. The person who briefs is the person on-site on show day. The *same* person.

Strategy

The Account Lead.

15+ yrs · strategy · account leadership

Personally owns every brief above a defined threshold. Briefs the creative, signs off the build, attends launch day, walks the room during service, debriefs after tear-down.

Director · Show & Build

The Show Lead.

Production · fabrication · rig · show call

Runs the fabrication floor across five warehouses, the technical rig, the vendor stack and show day itself. If it gets built, hung, cued or called, it goes through this desk.

Director · Creative

The Design Lead.

IP · set design · environmental graphics

Owens the visual standard, set, signage, photography, post. Holds the line between “brand-correct” and “merely on-brand”. Says no when it needs to be said.

Every case in this volume was signed off, walked and closed by one of the three names above.

Let's compose your next evening



Synergy MarComTM

CONNECT

Experiential Marketing | Activations | Brand Engagement

Entity

Strategiq Marcom LLP

Operating brand: Synergy MarComTM

New Business

mail@synergymarcom.in

A brief. A date. A first call within 48 hours.

Web

synergymarcom.in

Case archive · services · get in touch

Direct line

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Delhi · Bengaluru · Hyderabad on rotation

Where many book venues, we compose evenings.
Where others execute events, we build the memory a brand is remembered by.

