

Lighting for Special Events

Lighting is an often overlooked, but essential component of any special event. Giving the room true impact, it can transform a dull, aesthetically boring event into one that stands out.

Adding lighting elements to your next event is easy and is often quite cost effective. When considering using strobes, spotlights, and special effects to your next meeting, consider the following points.



Type of Event

What type of event are you hosting? Is it an awards dinner, gala, presentation, or sales meeting? This will determine the appropriate lighting needs. E.g. if you are hosting an elegant evening, soft lighting would set the tone.

Type of Venue

Where are you hosting your event? Is it a convention centre, hotel ballroom, church, or maybe an outdoor tent?

Entertainment

Does your entertainment need lighting? Do they have a rider that states their requirements?

Essential Lighting Needs

You need to determine if you have unique lighting needs for your event. E.g. do you need to light objects, e.g. for a product launch? Do you need lighting for a presenter so people can see them? Do you need lighting for safety purposes, e.g. stages, stairs, walkways, exits?

Other Important Tips

Remember, you must pair the function and the overall creative look of your event.

Front of house lighting is often essential to ensure that the audience can see the presenter. You may also want to consider back lighting to add dimension to the stage, which is extremely important if you are videotaping the event. Otherwise, your presenter is likely to blend into the background.

Two or three colours of lights will work well, don't over do it, you can always create a colour pallet that evolves and changes as the meeting evolves.

Your budget may allow you to include moving lights, but often will allow for static lighting.

Consider highlighting venue features including walls, curtains, pillars, and ceilings. This creates depth and softens the light so it is not in your audience members' eyes.

Call us today to learn how we can easily add lighting elements to your event.

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