



Audio Visual Hire for Events: How We Run The Show

Edwards offers professional, highly experienced service tailored for each event, be it a simple meeting or workshop to a large conference, gala, trade show or exhibition. We ensure that the event organiser, the presenters, entertainers and attendees can all focus on the event itself, blissfully unaware of the hi-tech systems that are ensuring the event can be seen, heard, recorded and most importantly enjoyed.

From Start to Finish: The Men in Black Shirts

Scoping your Event

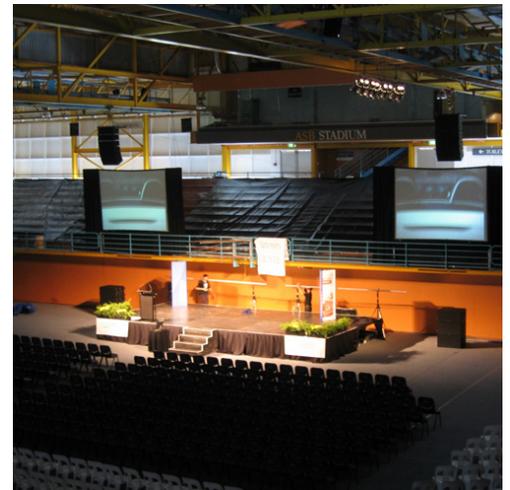
Your query arrives by phone or email. Our Account Manager will begin the process by gathering all the facts. We want to know the type of event, the numbers in the audience, how they will be interacting, the venue, the various rooms, the programme, the layout, lighting and access. For larger events we might produce a CAD drawing of the room and the equipment with layout and seating to inform discussions with our client. We will then decide on the exact equipment and create a quotation. Once the budget is confirmed we will lock your event into our booking system. We purchase any new equipment required and build or order any bespoke solutions.

Need to see it to believe it?

Our point of difference to other sound and lighting hire companies is that we can invite you to our showroom and demo room where you can see, hear and experience different sound, projection and light shows to inform your deliberations.

Including:

- Sound System Hire, PA Hire, Speakers, Microphones
- Projection Hire, Projectors and LCD screens
- Professional Lighting Systems
- Video and Audio Recording



Internal Preparations

Our Hire & Operations Team will meet to discuss the crew required, the equipment to be integrated and where it will be set up or hung. Our knowledgeable staff will be aware of any new technologies that Edwards may have adopted since the initial scoping, and upgrade or substitute items as appropriate to ensure a better result on the day.

Edwards owns all its equipment so our team are familiar with the AV hire equipment, know how it works and can guarantee that it is fit for purpose.

External Preparations

We provide audio-visual and sound system hire to numerous events in Auckland and the upper North Island so know many of the venues. Familiar or not, our Men in Black Shirts will coordinate access times and details with your venue, making a lot of behind the scenes adjustments to avoid any hitches during the event. We can work in a venue that has the infrastructure in place like Sky City, Ellerslie Event Centre or the Town Hall, or bring all the rigging and staging and build it from scratch for venues such as Shed 10, Auckland Showgrounds or ASB stadium.

We also know that plans do change, speakers drop out, audiences increase and the MC will often have a great idea. Our guys will respond to any changes that the event organiser may need to make along the way, revising our design and equipment as required.

Testing and Packing

Edwards' staff are perfectionists. All the equipment is collated, tested and packed carefully with every cable and accessory exactly as required on the equipment list by our Warehouse Team. Nuts and bolts, cables and joiners, brackets and clips, pens, tape and batteries are all checked off. The vans are loaded and the equipment lists are ticked off again.



Set Up

The crew and the vans or trucks arrive and are systematically unloaded, with our clear drawings identifying where every piece of equipment needs to be located. The crew run out the cables, mount data projectors and screens, connect laptops, rig professional lighting and set up the sound systems, mixers and microphones. The lighting is adjusted, the sound tuned, the slides tweaked and everything is tested thoroughly for every eventuality on the programme and for other things that we know will happen! With access to speaker presentations in advance we will test (and modify if necessary) their slide shows to ensure that they look great and all the video links work and play at the right volume before the audience turns up.

The Event

Our Men in Black Shirts aim to be invisible. Our experienced operator will sit out of the way running the equipment. They will make sure that microphones are clipped on correctly, speakers are at ease, presentations run smoothly and any individual speakers or entertainers' special requirements are met.

The attendees will be completely oblivious to the level of planning and detail that has gone into making the event audio-visually a success but they will be able to hear clearly, see easily and interact from the floor if required. The event organiser and MC can concentrate on running front of house, knowing that in the unlikely event of a technical hitch, there's a man in a black shirt on site to assist.



Pack down

The Event Organiser and MC can head home, put their feet up and enjoy a hard earned wine or beer. Once the last person has left, our men in black shirts will be back to take it all apart, systematically put it back in boxes and onto the transport to return to the warehouse or continue to our next event.

Our Service

We can support your function at any venue in the Upper North Island and Auckland often beating a venue's "in-house" audio-visual hire service on price and results. Please contact us for a quotation for your event.



Watch a video of our Men In Black Shirts setting up the sound and lighting at an event at the Museum of Transport and Technology



EMA Sales & Marketing Summit

Who? Employers' and Manufacturers' Association (EMA)

What? Fresh Sales and Marketing Summit 2015, a two-day symposium

Where? Maritime Room, 175 Quay Street, Auckland

We liaised with Kelly Walden, event organiser and also the MC for the day prior to the event. Kelly professed honestly, "I'm not brave enough to do something like this without you guys being here!" Once we had a detailed overview of the conference and its audio-visual requirements, we got down to business.

"I'm not brave enough to do something like this without you guys being here!"

Our Hire & Operations Team met twice to ensure that they had covered all bases and we followed procedures to the letter. Our technicians arrived the morning of the event and set up the equipment: two projectors running onto two screens to cater for the shape of the room, a sound system, lectern, stage monitor, lapel mics for the presenters and a number of wireless mics for the audience to use when asking questions.

Our operator for the event arrived and briefly chatted to each presenter about their needs, ensuring that their presentations would run smoothly.

"We wanted to switch between presenting on a laptop and on a mobile phone. I practiced, it all worked perfectly. I could just concentrate," Lee Maddox, guest speaker from Vodafone NZ.

An experienced operator is the key to the success of an event and Edwards' technical staff have been around the block. They know that there is no such thing as a standard day in the world of AV but they all have a pretty good idea of what presenters might want to do, are confident that they know how to achieve it and that the Men in Black Shirts will have provided everything that they are likely to need. Showing an app live on a phone was not a drama.

In the words of Kelly again, "We can all get on with doing whatever we need to do, with 100% confidence in the AV. We just leave that to the experts."

And parting words from one of the Men in Black Shirts, "I know it has been a good day when the audience don't know I was there!" – Brian McDougall, Operator

With that Kelly the MC went home for a wine and the operator handed over to more men in black shirts to whisk away the equipment back to base.

"We can all get on with doing whatever we need to do, with 100% confidence in the AV. We just leave that to the experts."

"I know it has been a good day when the audience don't know I was there!"

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