

E-VENTures

RECENT EVENT SHOWCASE & SOLUTIONS

September 2006 · Vol 2, Issue 3

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Quick Links

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Aloha!

If you're a regular reader of E-VENTures, you may have noted that our 1st quarter issue focused on our [event production](#) division and our 2nd quarter issue highlighted our [food & beverage division](#). This issue is dedicated to another important part of our company, [décor & design](#).

At Current Affairs, we understand the importance of knowing each one of our Clients, their objectives and their audiences, so that each element may be carefully orchestrated to create spectacular results-oriented events by design. As with a symphony, all of the elements flow to an actual crescendo, creating maximum impact.

Allow us to help make beautiful music with your next event.

Cheers!
Philip Richardson
Current Affairs

- An Eye for Design



Current Affairs' [Design Division](#) has an eye for detail and flair for creativity that is brought to each and every event we design. Among our Design Associates is a team member with a background in visual merchandising and interior architecture, which allows us to bring a different perspective and fresh look to our events. To learn

more about this Division, we talked with its head, Jeff Berman.

What is your role with Current Affairs and how long have you been with the company?

JB - *For the last six years, I have served as the design director for Current Affairs, which basically means that I am the one who conceptualizes the final visual environment for the event based on a Client's needs.*

Read on...

- Top 10 Event Tips



There are a lot of things that must be considered when creating successful special events. To follow are our top 10 tips for consideration.

1. Know Your Clients and Objectives. This is one of the most important things to consider when planning your event. Who is your Client? Do they have specific event requirements? What is the purpose of the event? We go through this exercise each and every time we plan an event.

Read on...

- Power of the Brand

Mini Case Study #1

The Client: [Coca-Cola Company](#)

The Event Goal: To produce a corporate reception in Hawaii for this worldwide brand.



Current Affairs was hired by [Weil and Associates](#), a destination management company, to design and produce a memorable cocktail reception for the Coca-Cola Company. Upon initial thought, it might have seemed like a good idea to have a tropical-inspired reception since the event was taking place in Hawaii. However, we knew our Client well enough to know the importance of their brand and its worldwide recognition.

Read on...

- Awesome Powers

Mini Case Study #2

The Client: Various

The Event Goal: To produce a themed cocktail reception and dinner



What else could be said about this 'Awesome Powers' event, but 'Groovy Baby!' The 'Swinger's Lounge' featured velvet sofas and chairs, faux fur lamps with fringe, Awesome Powers dressed in his velvet suit, and the 'Supremettes' lip-syncing to 'Baby Love,' 'Stop in the Name of Love' and other Motown songs.

Read on...

- Event Calendar

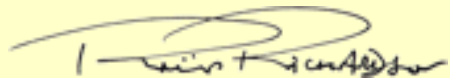
Current Affairs is honored to be involved in the planning and production of several upcoming community events. For tickets and more information, please click on one of the links below:

Honolulu Academy of Arts' Kama'aina Christmas (December 9, 2006) – [The Academy Guild](#)

'Iolani Palace - [The Hui of the Friends of 'Iolani Palace](#) will announce the date shortly, for their Fall fundraiser. A huge success last November, The King's Wine Tasting. Details to follow.

For assistance with your next event ~ whether it be planning & production, décor & design and/or food and beverage, please call Current Affairs at (808) 732-9666 or visit www.current-affairs.net. We guarantee we'll create an innovative event to remember!

Mahalo,

A handwritten signature in black ink, appearing to read "Philip Richardson". The signature is fluid and cursive, with a large, sweeping initial "P".

Philip Richardson, President
Current Affairs

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