

Would You Like Fries...er, Fun with That Event?

Current Affairs-Hawaii Creates a Super-Sized Event for McDonald's-China Group

When Current Affairs-Hawaii received the call from prospective clients, McDonald's-China Group, the company knew they had their work cut out for them. A large group of managers from the many different McDonald's-China Group markets, which include China, Hong Kong, Macau and Taiwan, were gathering for a special convention in Honolulu.

"Extra effort was made to probe the clients for additional details and clarity, due to the vast differences in culture," says Philip Richardson, president of Current Affairs-Hawaii. "We then were able to enable ourselves to generate more exciting ideas conducive to their needs."

The event theme, "Team Extreme," took on a whole new meaning when Current Affairs was done with it. When the 1,100 guests walked in to the Sheraton Waikiki Hotel's ballroom, they had no idea what was in store for them.

The ballroom was transformed from the usual to the exciting. Attention was immediately drawn to the 100-foot stage set that was designed for the event by showcasing skateboarding ramps, and even a 10-foot-high wave, complete with a surfboard, windsurf board and kayak. Of course, the set design would not have been complete without the looming signature Golden Arches making their presence known in the middle of the stage.

Ensuring that everyone had an unobstructed view of the entertainment, cameramen captured the action on two large rear projector screens incorporated into the stage set.

As the lights were turned down, the audience's anticipation continued to build. Flags created especially for the representative's countries were paraded through the audience by Current Affairs performers, and were nestled on stage in large boxes resembling the large red McDonald's French fry boxes. Adding to that visual piece, dramatic Hawaiian chanting introduced exotic and exciting Polynesian dancers into the room.

There was so much action in the room that when the various extreme skateboarders, bike riders and skaters took the stage, the only thing left for the audience to do was get up and dance along with the music. A carefully choreographed, adrenaline-pumping, 15-minute routine was created specifically around the event's theme, and showcased the talents of the young professionals recruited for the event. With a myriad of high-risk and high-energy aerial and gravity-defying stunts happening at every moment, mixed with an electrifying laser light show, the performance proved to be a huge success and was received with thunderous applause.

"I think I can safely say that this McDonald's convention was amongst our very finest," says Richardson. "The guests were so enthusiastic with this event that the hotel's security came in to the ballroom to see if everything was alright. They thought there was a riot going on!"

Not to be outdone by that event, the final night for the conference attendees was also an event to remember. Again, the entire stage had been transformed for the evening. With the combination of the evening's decor, which included vibrant neon-colored linens and neon showpieces alternated throughout the tables, and the entertainment, Honolulu's foremost band showcasing 10 dancers in an energizing dance extravaganza, the evening was as much a success as the previous.

Each event clearly met and surpassed the client's every desire, and created memories for all the event attendees. It was certainly memorable for Current Affairs, who had less than six weeks from the signed contract to solicit, audition, rehearse and choreograph the 21 riders for their performance. To rehearse, they needed the stage to be installed somewhere secure for two weeks prior to the event.

"Due to the advances in modern technology, we are able to offer so much more to our clients at a faster rate than ever before," says Richardson. "Even when it came to fabricating the individual flags with intricate Chinese characters representing each country, we were able to give them what they wanted."

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