



Case Study

Live Event Management Video Production Case Study: American Diabetes Association - Rainbow Gala

Company Overview

The American Diabetes Association (ADA) recognized the seriousness of the trend that suggests that African-Americans, Hispanics and Native Americans are two to four times more likely to have diabetes than the population as a whole. The New Jersey ADA answered this call for fundraising and health awareness by holding its annual event, the Rainbow Gala.

Challenges:

- Manage staging and audiovisual crew and equipment for the four (4) hour dinner and award show
- To create audiovisual content for the show including video biographies of honorees, music, animations and screen sets
- To provide artwork for programs, event brochures and posters
- To create a special documentary feature "Living With Diabetes" chronicling a woman's struggle with the disease
- Create special DVD of the event

Strategies:

- Project manage and prepare detailed event timelines
- Hire and Manage A/V crew to shoot, edit, and prepare video materials of documentary and (6) honorees interviews for exhibition
- Write scripts, prepare questions/outlines for interviews for biographies
- Schedule 15 day, multi-city video shoot. Including travel accommodations for staff and crew
- Schedule interviews
- Prepare Speeches and Remarks

Results:

- Documentary feature "Living With Diabetes" successfully drew attention to the health crises while making "human" one woman's story
- A/V presentations highlighted the event and raised the profile of this black-tie affair
- NJ Hospitals and Pharmaceutical companies made pledges to underwrite other events
- Successful videotaping of event to was used in various multimedia presentations, on the internet and in press kits
- \$300,000 was raised for "The Cure"
- Additional monies were raised through the sales of specially produced DVDs of the event