



CASE STUDY LIVE PRODUCTION LABS

The AI Smith Foundation Memorial Dinner

Event Date — October 20th, 2022
Venue — The Park Avenue Armory, New York City
Client — Liz Bickley Studios, LLC

OVERVIEW

LPL was approached in August of 2022 to provide full design and production services for the AI Smith Memorial Dinner — a fixture of national politics for the last 77 years, and one of the most important events on the fundraising and political calendar. Our initial consultation took place with less than seven weeks remaining before the event.

APPROACH

The dinner has to look great so the VIP attendees can have a spectacular in-person experience, but it also has to look perfect on camera for broadcast. From the beginning, we organized the lighting with this in mind.

Our team was up against extremely tight deadlines to get décor elements in particular. The client wanted a **spectacular reveal curtain** — we worked closely with Rosebrand Textile Fabrics to design a custom set of curtains and a traveler system that would create the moment we wanted.



SCOPE OF WORK

- Lighting Design & Installation
- Audio Design & Installation
- Video Design & Installation
- Staging Design & Installation
- Curtain/Drapery Design & Installation
- Procurement & Coordination
- All Crew & Vendor Hiring
- Show Management Services For The Event



RESULTS

Ultimately, LPL's project managers, designers, crew heads, and draftspeople **squeezed several months of work into just a few weeks.**

LPL more than accomplished its goals — many people commented that it was the nicest-looking AI Smith Dinner in memory — and we incurred zero unplanned overtime. **The event came in exactly on time and on target.**

“Live Production Labs provided consistent and thorough support to us on one of our largest events of the year. They brought in a highly-skilled and efficient team, while relying on cultivated relationships with vendors to make our event run seamlessly. We definitely plan to work with them again in the future!”

Wednesday Derrico
Vice President of Projects
LBS Events Company



Contact us to discuss your event's needs.

liveproductionlabs.com

LIVE Production LABS

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