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## WAYS TO ENSURE YOU GET THE MOST OUT OF YOUR DECOR

**1 SYNERGY** Too often there is a notable detachment between the décor and design concept, food and menu presentation, entertainment and technical elements. All areas of an event should be considered as a unified process throughout. Key role players working on an event should be included from briefing to installation phase. This will ensure a coherent and successful event is achieved overall.

**2 DO NOT OVER-BRAND** When designing a décor scheme for corporate events, subtle detail and considered branded elements are far more effective. Many corporates make the mistake of over-branding their events with an abundance of pull-up banners, branded folders and flash sticks - the result: too many logos. Considered placement and some 'out the box' thinking will go a long way as far as branding goes.

**3 LIGHTING** Lighting is one of the most important décor influences and needs particular consideration to bring the magic and sophistication of the event to life. Lighting transforms a room and creates varied levels of energy, dependant on the required mood. Lighting elements need not be over the top. In fact, subtle and iridescent lighting accents are far more effective in terms of décor-specific installations. People are intimidated by bright florescent lights. If it's a night-time event, a

good tip is to ensure all lights are dimmable to ensure a relaxed setting.

**4 DRAPING** Incorporate elegant draping wherever possible at your chosen venue – it provides a blank canvas for the rest of your décor and lighting. Draping is ideal for transforming unattractive spaces into magical wonderlands. It's cost effective and adds a sophisticated touch to the look and feel of any event.

**5 COLOUR** Nothing defines an event like colour – it sets the mood, feel and overall vibe of your event. Colour trends evolve constantly; some are classics while others go out of style along with the latest fads. Hot colours for events at the moment include colour palates of pastels and bright candies.

**6 FLOWER POWER** Whether gracing a table as a centrepiece or adding colour to your event, flowers breathe life into any venue. Placing bowls or vases of fresh or silk flowers on your tables creates inviting décor. Ferns, succulents, floral arrangements and water-growing bamboo are some trending items you can use. Flowers can also be cleverly interwoven into restrooms, entrances, and serving or buffet tables to add that intimate touch.

**7 LOCALLY PRODUCED DÉCOR** Global trends are very focused on reducing carbon footprint. South Africa has an abundance of world-class designers and manufacturers to suit all tastes and styles. Keep it local and encourage the use of locally produced décor and furniture items – from food fare, wines and craft beers to hand-crafted ceramics, chairs and lighting features. Not only does this provide a bespoke element to an event, it also supports local craftsmen and small business enterprises.

**8 SPACE PLANNING** A good event practitioner will always consider the effective placement and layout of furnishings with clear and unobstructed sight lines. A key consideration when designing an event floor plan is to consider your back of house/staff and ablution access areas. Keep kitchen and bathroom access along outer perimeters. Alternately, consider the effective placement of room-divider screening to conceal these areas.

**9 CENTREPIECES** The heart and pulse of event décor are the centrepieces. Combining elements such as glass, crystal, candles and florals, centrepieces are key touch points, which communicate the event theme, sophistication and mood. However, ensure that your beautiful pieces don't block the line of sight to the podium or create obstructions between guests.