

## BEYOND EVENTS



**Kate Kassar**  
director

**What is your newest product or service?** As an agency we don't actually have theming products ourselves, instead we scour the market for them.

**What advice would you offer clients on a tight budget?** Aim to create an atmosphere rather than a fully loaded film set. Lighting will transform a room, whereas a few props on their own can just look out of place.

**What are the most important things to consider when booking theming for a corporate event?** Remember that everything contributes to the theme. Not just the décor, but

the entertainment, food presentation and invitations as well. Also, try to appeal to all the senses – think texture and fragrance along with the visual elements.

**What themes are popular among event managers at the moment?** Themes follow trends in design and film, but the old favourites remain because they work. We recently created a Winter Wonderland meets Cocktail Lounge theme, which involved lots of crisp, white cocktails in frosted glasses, high Ghost stools and cool lighting.

**What interesting props have you created in the past few months?**

A giant white Christmas tree that was so large it took six standard Christmas trees to build. I think you might have reached Lapland if you'd climbed to the top.

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