



Corporate entertainment



It's a kind of magic



IF YOU ARE HOSTING A CORPORATE EVENT, EXHIBITION OR SUMMER PARTY, CREATING THE RIGHT ATMOSPHERE IS ESSENTIAL – SO STEP INTO THE AMAZING WORLD OF CIRCUS PERFORMERS, ROBOTS AND MAGICIANS...

While an exhibition or corporate party is not the place to be wrapping up major deals, it's far easier to engage your client knowing that they are probably that bit more relaxed away from the distractions of an office environment and the cut and thrust of the corporate world. Much can be achieved from appealing to the softer side of your associates, and corporate hospitality is an ideal way to make inroads and those all-important connections.

They say that nothing draws a crowd like a crowd but whether you are hosting a product launch, a corporate conference or an annual party you must always keep in mind your objectives – who you are trying to impress and what message you want to get across. What's more, there's time, budget and resources to consider and an impression to create.

Since the age of four, when he was given a box of magic tricks, James Freedman has been practising all kinds of weird and wonderful magic. His company, Dynamic FX, utilises the skills of professional magicians and everyone from pickpockets to illusionists to create tailor-made presentations at exhibitions that highlight a company's key messages. According to Freedman, magic has always been a powerful medium, entering people's consciousness at different times and thanks to the

That's entertainment:
pictured above, James
Freedman of Dynamic
FX draws in the crowds;
pictured left, Boli
Darling from Missing
Link Productions

likes of Harry Potter and Derren Brown, there's been a resurgence in its popularity that has sparked an interest in exhibition wizardry.

"It's all psychological," says Freedman. "It's not about slight of hand, it's about the way you stand, what you say, the way you say it and how you look at people. Presentation is what makes people stop and then they look and listen. People say that you can't make people stop and that you only get 30 seconds of their time. We believe 12 minutes is the optimum time that you can stop someone and deliver a message before they start to look at their watches, realising that time is at a premium. But you have to stand out from the crowd. Plasma screens, flashing lights and dancing girls work to an extent but nothing works like face-to-face interaction with another person."

stand 1

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