

# Fourth Wall Shows for a Sensational Event, All You Need Is Love

**Crystal Winner:** Fourth Wall Events, New York, New York, USA

**Client:** IBM Golden Circle

**Program:** Beatlemania



IBM's Golden Circle program is an essential component of the company's efforts to reward its employees for their hard work, motivate them to even higher levels of success and foster company loyalty. Only the top 1.5% of IBM's sales and service staff is invited to attend the Golden Circle trip. It is a highly coveted and prestigious honor, so it is essential that IBM provide these top performers with an experience that exceeds even their most grandiose expectations.

For this year's event, IBM again brought on Fourth Wall Events to manage almost all of the program's key components. Fourth Wall successfully designed and executed a wonderful experience for the 1800 guests over the entire course of the program, making each person feel appreciated from start to finish. The highlight of the experience, however, was the finale event: the Beatlemania Beach Party.

On the last night of the Golden Circle trip, guests arrived at the hotel beach to find that it had been transformed into a flower power dream world. As they stepped out of their trolleys, they were greeted by 50 larger-than-life daisies, seemingly growing out of the sand. Smiley face flags wove in the breeze, and a receiving line of waiters passed out specialty drinks and far-out favors: blinking necklaces and rings, peace sign pins, tie-dye hats and more, so the attendees could dress up and unleash their inner flower child. Tattoo artists and face painters also offered to decorate them with 60s designs.

As the guests explored the psychedelic bash, in came grills, buffet stations and bars interspersed throughout the daisies, giving them the feeling that they were wandering in a forest of flowers. After leaving the patio, they came upon the second focal point of the event: a "Twister" dance floor made up of giant dots of environmentally safe, candy-colored sand. Square dining tables draped in Pucci-print linens, centerpieces comprised of bright candies from the 60s, giant



beanbag chairs and shaggy lime green rugs heightened the overall effect.

As the sun set, the giant daisies revealed their true flower power. Each flower's center was internally lit and the petals were outlined in neon blue EL wire, providing lighting for the evening portion of the event. The guests took the dance floor, where they were surprised with a high-energy performance by a Beatles tribute band, culminating in a fireworks display timed to coincide with Hey Jude. A DJ then took over for the band, and the group continued to dance well into the night. As they danced, the Twister colors mixed with the pink Bermuda sand to create a tie-dye effect.

While the Beatlemania Party appeared effortless to guests, Fourth Wall and its partners had to overcome several challenges to create the stunning end product. The scenic daisies, for example, were a marvel of ingenuity and excellent planning. Traditional scenery construction methods would not have given the necessary quality and durability. Thus, Fourth Wall had the daisies, which ranged from six to eighteen feet tall, built specifically for the Golden Circle event. They were designed to withstand potential high winds and rain, with engineering similar to amusement park scenery. The design was also very flexible. With the EL wire and central lighting, they could be used both before and after dark and eliminated the need for further lighting. They were also constructed so that they could be used in the back-up ballroom in case of rain, with separate bases for indoor use. Indeed,

Fourth Wall had extensive back-up plans for every aspect of the event, anticipating the unpredictable nature of Bermuda weather. Vendors were always on standby so that materials could be transported to the back-up location, and the schedule was flexible to work around the weather forecasts.

Fourth Wall also worked extremely well within budgetary constraints, creating a distinctive event while reducing costs wherever possible. The special indoor bases for the daisies eliminated the need for a separate set of flowers. Fourth Wall had the scenery pieces designed to fit cargo containers to save on shipping, negotiated construction of the daisies at cost and worked with local vendors wherever possible, saving money on shipping while also supporting the local economy. Fourth Wall was even able to sell a number of the décor items, proving IBM with a significant rebate on decoration costs.

The guests at the Beatlemania Beach Party were treated to a once-in-a-lifetime experience. The magnificent scenery, entertainment and interactive details all left a deep impression. IBM measures the return on investment of the Golden Circle event by conducting an extensive post-event survey. On a five-point scale, guests gave the Beatlemania Bash an average score of 4.7: the highest score ever received. Truly rising above all expectations, Fourth Wall motivated and inspired loyalty among IBM employees with the most successful evening event in the history of the Golden Circle program. ●