

MEETINGS & MUSIC

Sonic perspectives from meeting pros



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Discreet Live Music Sets Elegant Tone

I've found that even the simplest musical endeavors can dramatically affect the quality and character of meetings and events. I recently attended the Financial & Insurance Conference Planners (FICP) annual conference, with an opening reception at the Wynn Las Vegas.

The event was wonderfully adorned with red standards suspended from the ceiling, highboy tables with leather stools and intimate furniture groupings; a red theme permeated throughout. There were duplicate buffets in all four corners of the room and a large, four-sided bar in the center. Candlelight added a mysterious tone and deep red roses adorned every table.

Something struck me as extraordinarily soothing, but almost unplaceable, about the atmosphere. It was music, the soothing sounds of violins—elegant and chic, not at all overpowering. The sounds were soft and low. Attendees carried on conversations around me and no voices were raised. Our subdued tones even formed a unique violin fusion. The stage proffered no answer to the violins' source, so I assumed the music was piped into the venue.

While at a buffet, I noted red, floor-to-ceiling drapes housing an inner-lit mini-stage. A female violinist, dressed in black cocktail attire, tenderly bowed her instrument. I looked around, startled. There were at least 12 performers, similarly accommodated, around the room's perimeter. I found it mesmerizing to watch the intricate play, hidden along the venue's walls.

Afterwards, I could not free my mind from thoughts of the magical event. Not only did it intrinsically alter the spirit of the FICP meeting, it also

stimulated my creativity in a way I hadn't experienced in years. Because of short RFP turnaround at ACCESS Destination Services, we don't always have a chance to brainstorm for creative and outside-the-box options. And from time to time, all planners fall into ruts by sending past successes to new clients.

The FICP opening reception spurred my creativity. Since the event, our sales team has met with our preferred entertainment partner and drafted several remarkable entertainment options for clients looking to create memorable and lasting events. It was the remarkable violins from the FICP event that sparked a revival within our own entertainment outlook, and I'm sure they affected many other attendees the same way. I, for one, will never look at an event's entertainment—from unadorned to intricate—the same way again.

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