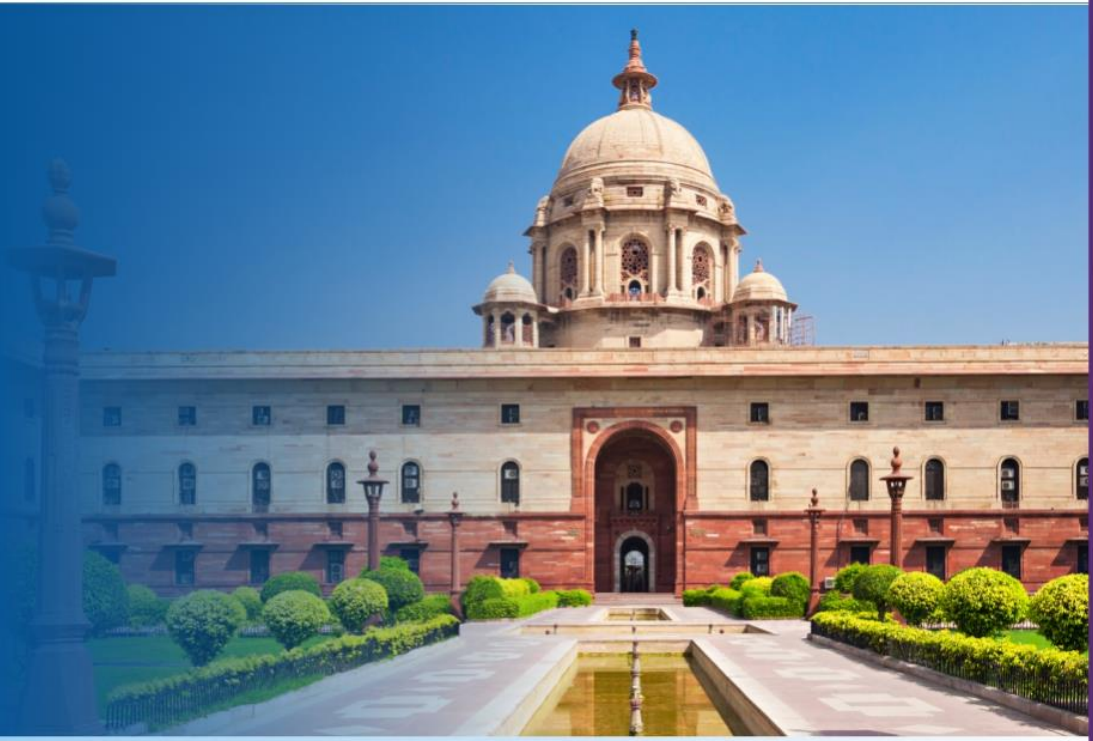
Cendyn™ lighthouse FORMERLY OTA INSIGHT cvent HotelTALK micepoint Voyager's World

COMMERCIAL STRATEGY CONFERENCE

Strategize, Optimize, Capitalize



hsmai

26 July 2024

THE LEELA AMBIENCE GURUGRAM HOTEL, DELHI NCR, **INDIA**

From Screens to Sales: Enhancing MICE AV Experiences to Drive Revenue Growth

COMMERCIAL STRATEGY CONFERENCE

Strategize, Optimize, Capitalize

DELHI 26 July 2024

ABHISHEK KUMAR
Head - Operations & Business Development
Grover Audio Visual Services India

Established in 1978

MEDICAL CONFERENCES

25,000 National & International Conferences

CORPORATE EVENTS

AUDIO VISUAL

GROVER AUDIO VISUAL SERVICES

HD/3D-LIVE TRANSMISSION

Managing AV for over 30 Hotels & Convention Centres …

FABRICATION & DESIGN

45+ years of splendid experience…

Turnover of over 840 Million

… 2400+ Events

GROVER AUDIO VISUAL SERVICES

EMPANELLED HOTELS

- HABITAT WORLD – AT INDIA HABITAT CENTRE – India Habitat Centre, New Delhi
- ANdAZ. DELHI
- THE LEELA PALACE – NEW DELHI AT CHANAKYAPURI
- Shangri-La's - Eros Hotel – NEW DELHI
- THE LEELA – AMBIENCE GURGAON HOTEL & RESIDENCES
- THE WESTIN – GURGAON NEW DELHI
- COURTYARD Marriott
- THE LEELA – AMBIENCE DELHI CONVENTION HOTEL
- THE ASHOK NEW DELHI
- HOTEL SAMRAT
- Holiday Inn – JAIPUR CITY CENTRE
- ROSEATE HOUSE – NEW DELHI
- pullman – HOTELS AND RESORTS – NEW DELHI AEROCITY
- The Oberoi – NEW DELHI, INDIA
- JW MARRIOTT. – NEW DELHI AEROCITY
- Hilton – Jaipur
- Le MERIDIEN – GURGAON, DELHI NCR
- THE PALMS – TOWN & COUNTRY CLUB
- GRAND HYATT – GURGAON
- HYATT PLACE
- Taj Palace – New Delhi
- The Oberoi – GURGAON, INDIA
- NOVOTEL – HOTELS & RESORTS
- आई टी पी ओ ITPO

Confidential

LIGHTS, CAMERA, PROFIT

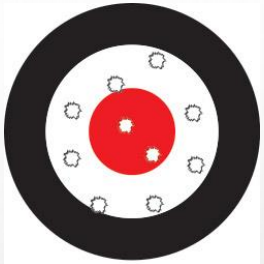
- Accurate Understanding of Technical Parameters
- Equipment & Manpower ~ Quality & Quantity
- Technology Dossier
- Integrating Quality AV & Revenue Growth
- The Profit Power of AV

Confidential

ACCURATE UNDERSTANDING OF TECHNICAL PARAMETERS

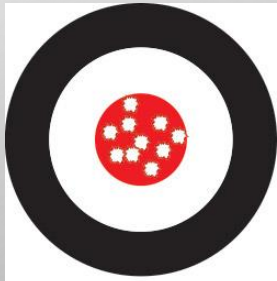
Well Begun is Half Done

- Asking expectations and not just providing a mere rate list
- Requesting visuals of past & similar events, in addition to AV elements shared by guest
- Adding to your expertise by introducing the on-site AV manager to the client and discussing on visit or via zoom
- Sharing decluttered and up to date rate list to all clients
- Training of Sales Team on latest trends as well as basics
- Making representative 2D & 3D designs for complex events
- Fast & furious communication!



Good accuracy,
Poor precision

Poor accuracy,
Good precision



Good accuracy,
Good precision

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EQUIPMENT & MANPOWER ~ QUALITY & QUANTITY

- Top brands and quality of sound, light, visual aids is more important than you think
- Availability of latest technologies will enhance the guest's confidence
- Sufficient equipment should be permanently stored, as per the meeting space requirements
- Efficient team for event days as well as late night set-ups
- To ensure coordination meetings with all stakeholders before the event
- Always have backup equipment ready to avoid any disruptions due to technical glitch
- Develop contingency plans for potential issues and ensure the team is prepared to implement them if necessary

Confidential

EQUIPMENT & MANPOWER ~ QUALITY & QUANTITY

- Finding new avenues – exterior lighting on mega events & national holidays
- Increased hybrid events adds to IT revenue as well
- Should enumerate a policy to avoid external vendors, only after you make the internal team strong
- More robust collaboration with overlapping events – possible if same agency
- Integrating AV & Production for Corporate Events
- Increased use of trussing & Lights – possibility of rigging points during renovations

Planning and Designing the AV Structure

- Plenary Hall
- Thematic Tracks
- Speaker Ready Room
- Poster Presentation
- Exhibition and Registration Area

What is the use of different elements or items generally they can use during an event (Like USE of HD Switcher, VGA Splitter, Audio DI, Profile Light, Bar Trussing, HMI Follow Spot, DMX , Audio Mixer, Avollite etc.)

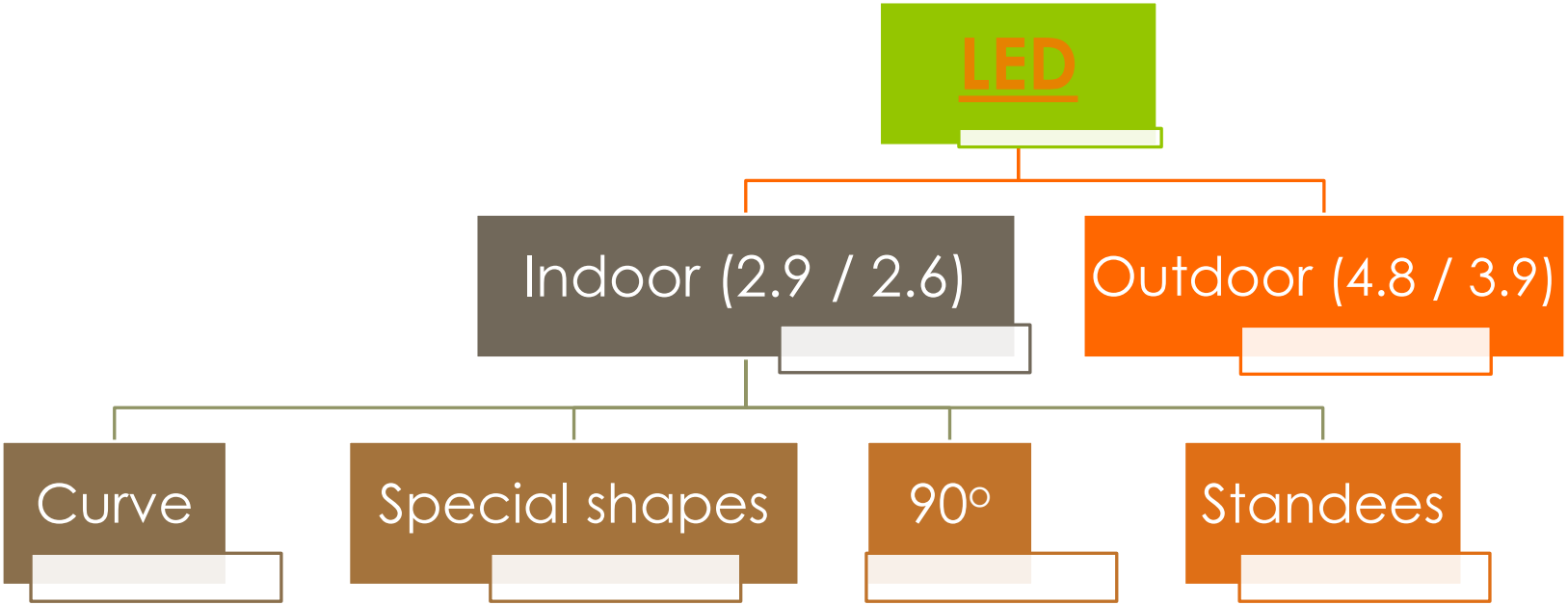
Plenary Hall

- **Major components**
  - Display and content *(LED / HD projector)*
  - Sound *(line array / PA speakers / column)*
  - Lighting *(trussing / Gobos / par / profile)*
  - Playback and SLV console
  - Studio setup & Cloud Connectivity
  - Power and genset

Need to book as per the setup planned

Latest LED wall segments and how it can help during different events

Display and Content

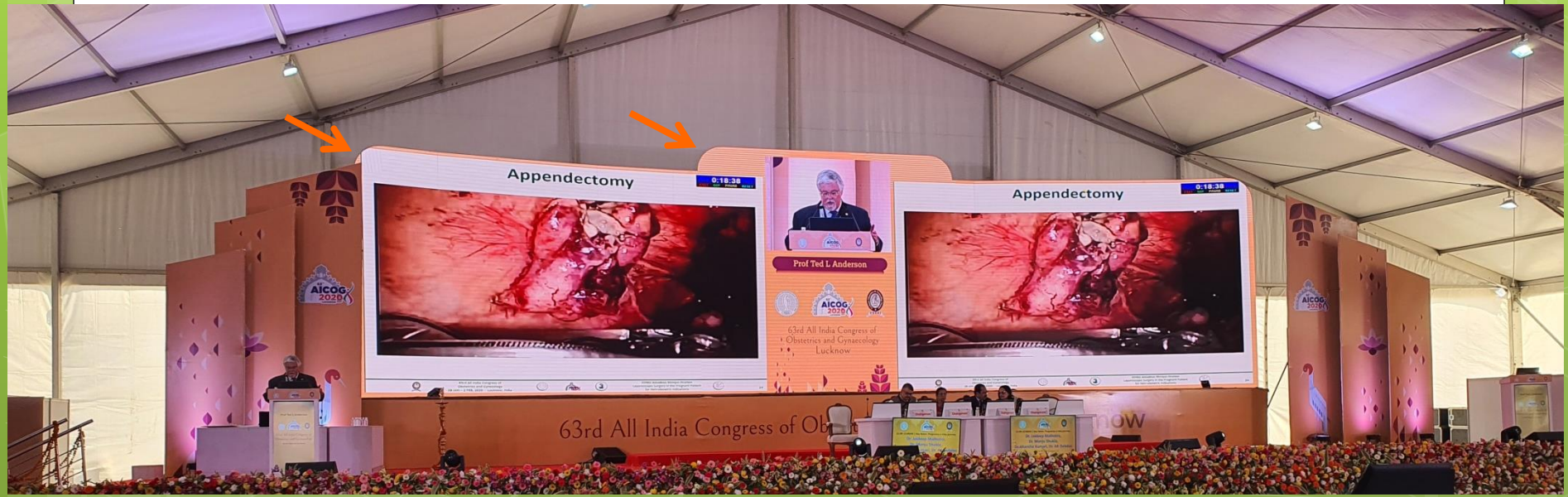


Display and Content

- Curve LED

Display and Content

- Special shapes LED

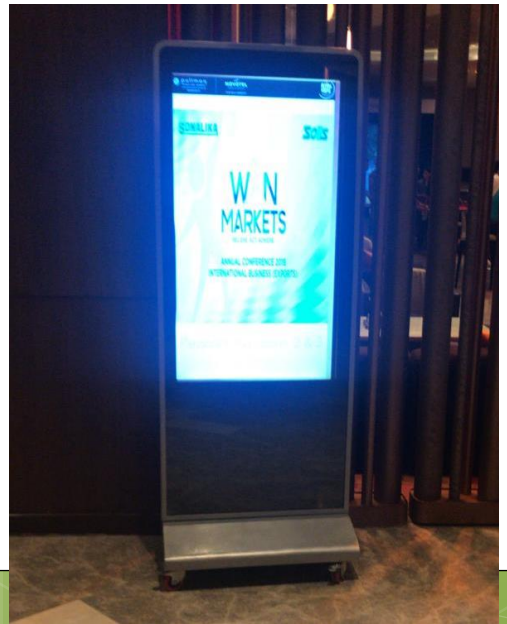


LTSI
Liver transplant society of India
LTSI Discounted Membership Drive
Annual Membership - INR 3500
Lifetime Membership - INR 12,500
www.ltsi.org.in
Email: contact@ltsi.org.in
Apollo LTHPS Conclave 2019
Apollo LTHPS Conclave 2019

Technology Dossier

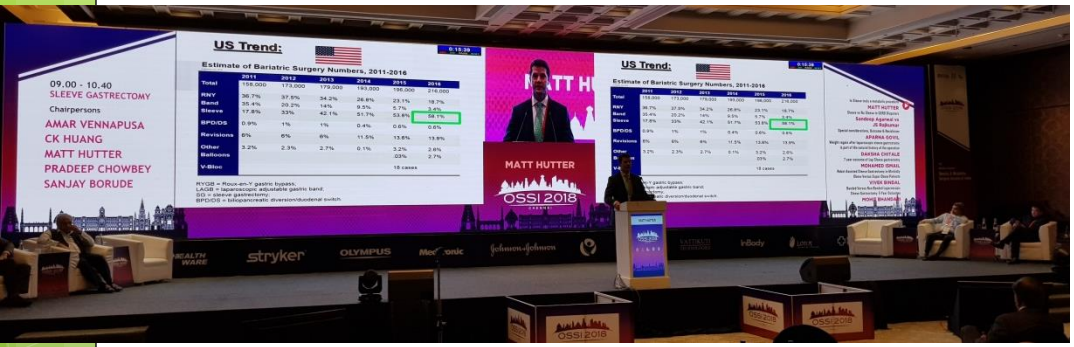
Display and Content

- LED standees



Display and Content

- How good is Hardware without Software?



Display and Content

- **Projectors**
  - Large format projector (14k / 20k)

▲ Optional portrait display adapter

▲ Christie Roadster models have built-in portrait capabilities

Luminous intensity of projector of different size of hall, it's quality and proficiency

Display and Content

- **Projectors**
  - Laser projectors (20k - 5500)
  - DLP projectors
  - Short throw / ultra short throw projectors

Sound

- **Basic Conference PA (eg JBL PRX 415)**

- **Column speakers (JBL EON/RCF)**

Sound

- **Line array**

  - JBL VRX 932

  - RCF HDL 20

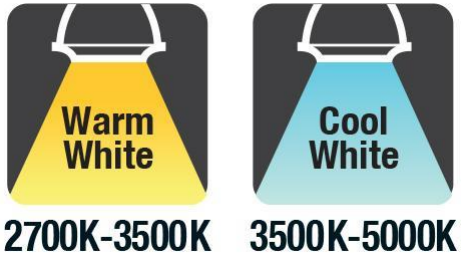
  - DnB

Importance of sound: how can we decide how many speakers require :appropriate for hall size and audience number ?

About lighting - specific lights are used in different events

Lighting

- LED Par (Warm & Cold)



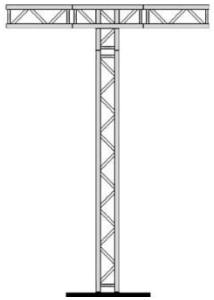
- Profile Light

QUICK TIP

Warm White is the most Important

- Programming Board

Trussing



- T – Truss

GOBO

- Indoor Truss

- Outdoor Truss

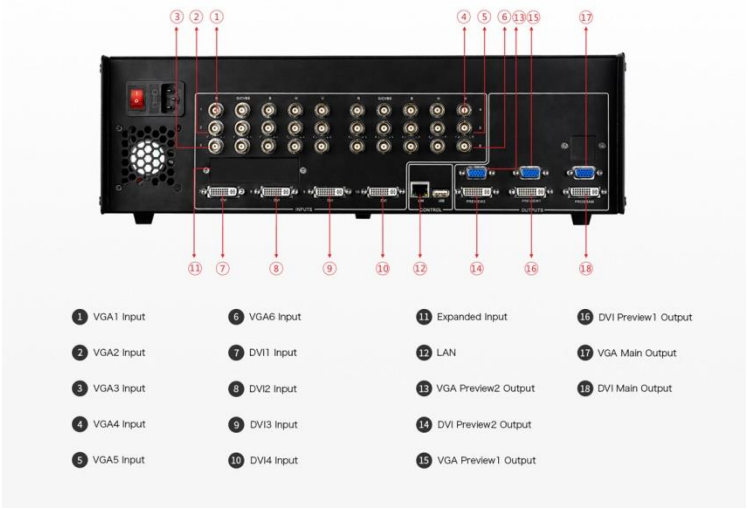
QUICK TIP

Hanging Truss is a great Space saving option

What is the difference between seamless and Krammer switcher.

Playback and SLV console

- Switcher (Inputs : DVI , HDMI , DP , SDI etc)



QUICK TIP

Use Switchers with DVI/SDI inputs only

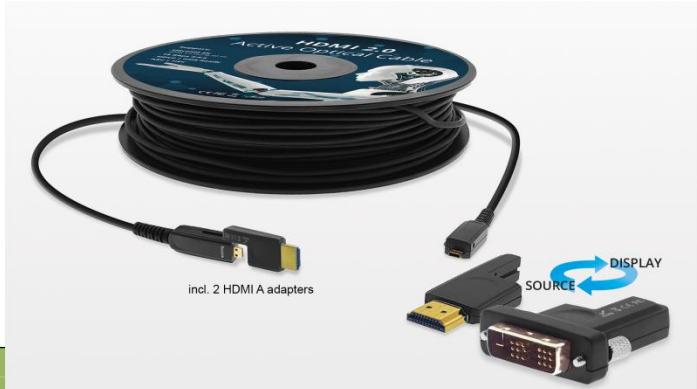
Playback and SLV console

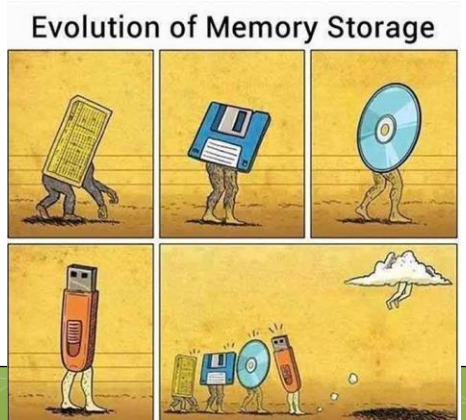
What is the ideal screen aspect ratio most of time we use screen ratio of 16:9 but our presenter has prepared presentation on 4:3 ratio in that case how can we utilize full screen ?

- Laptops & Media Servers for playback & Connectivity

QUICK TIP

Avoid HDMI longer than 30m





Playback and SLV console

- Digital Sound Mixer
- Digital Cordless Mikes (SLX 4)
- Lighting Console (PERL 2000)

Playback and SLV console

- Online UPS and Console Power Boards (3-6KVA)
- Watchout / Coolex Server (including Redundancy)
- Audio / Video / Light Engg

QUICK TIP

Know your Tech team by Name at the SLV

Watchout -multi display software please list some more features other than multi windows like virtual 3d mapping ?

What are the software available to customized the LED screen & cost.(watch out, Multimedia switcher etc.) ?

Studio Setup & Cloud Connectivity

- Multi-Camera Setup (Mixer, Monitors & Cameras)

BASICS & INNOVATION SPECIAL FEATURES

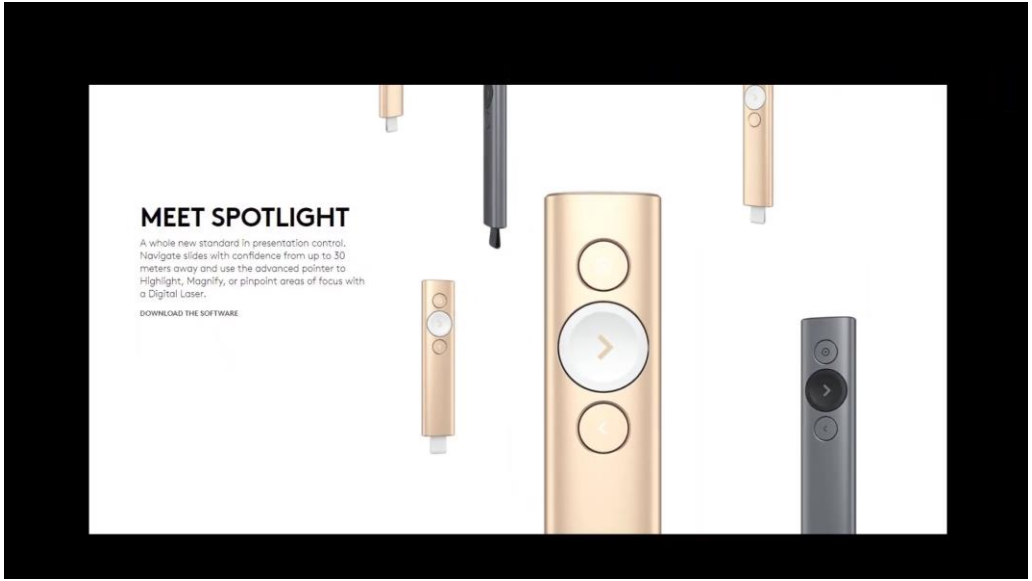
Let us know which thing you have added & upgrade your equipment in future which can help us to manage the hall and conference

Basics & Innovation

- Click to Share

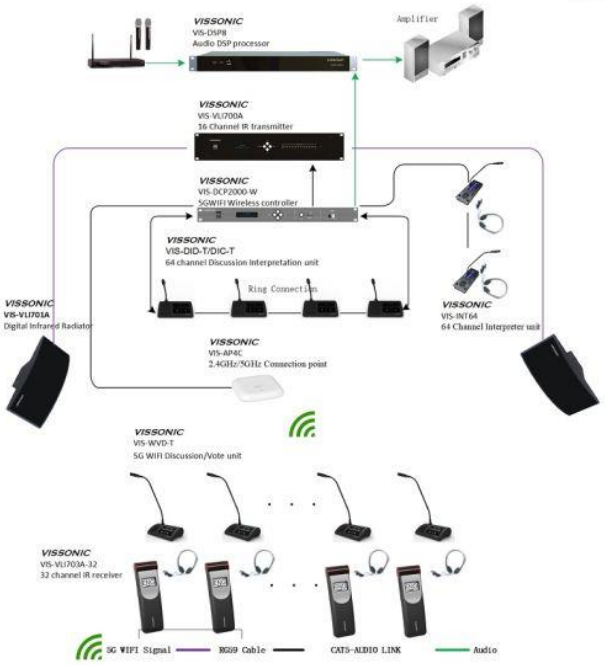
Basics & Innovation

- Wireless Presenter (Q-Light & Spotlight)



Basics & Innovation

- Simultaneous Interpretation Equipment



Basics & Innovation

- Conference Mike (Push to Talk)

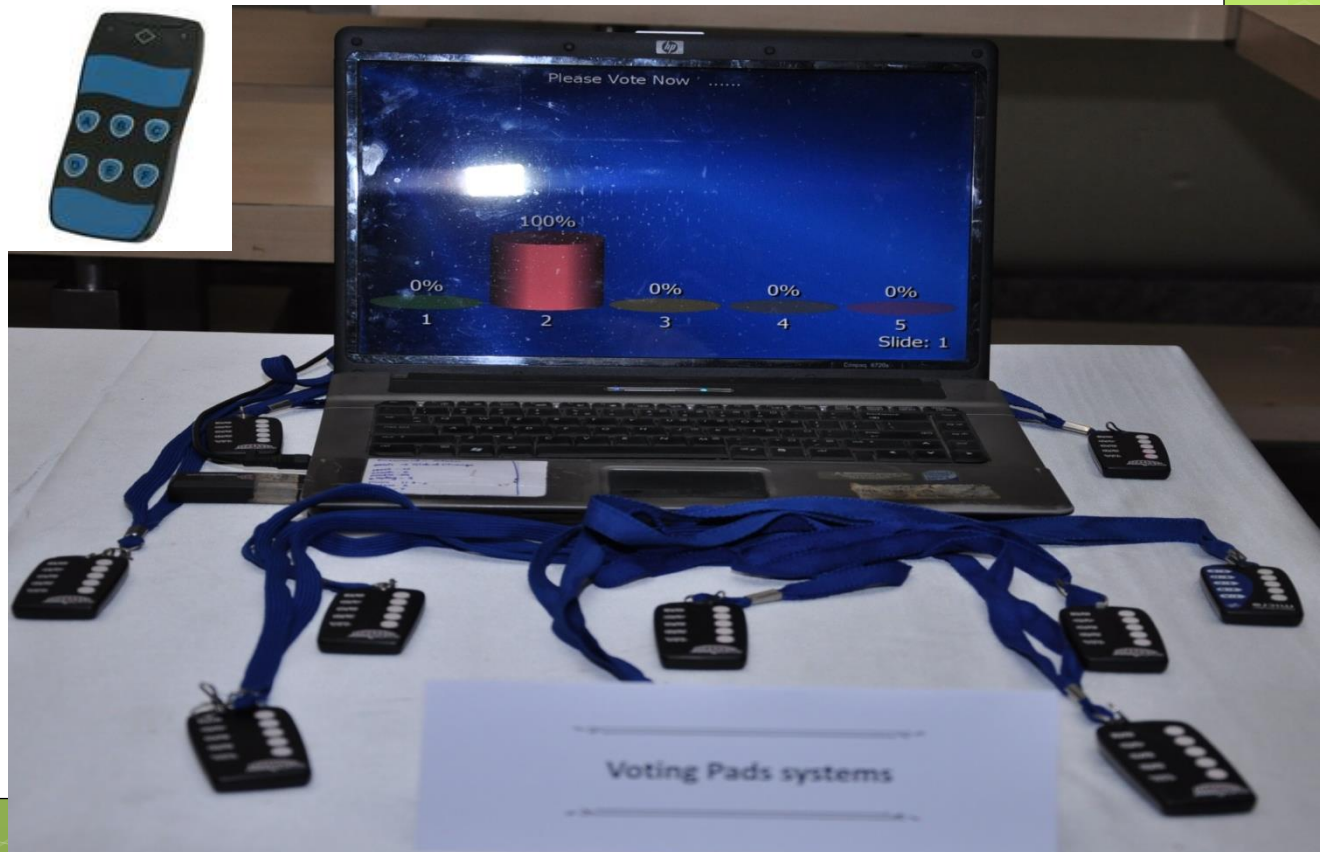
QUICK TIP

They can replace Hand Cordless Mikes during COVID

Basics & Innovation

How Voting Pads will work during an Events and how they will match up with moderator questions and the audience response

- Audience Response System (ARS)

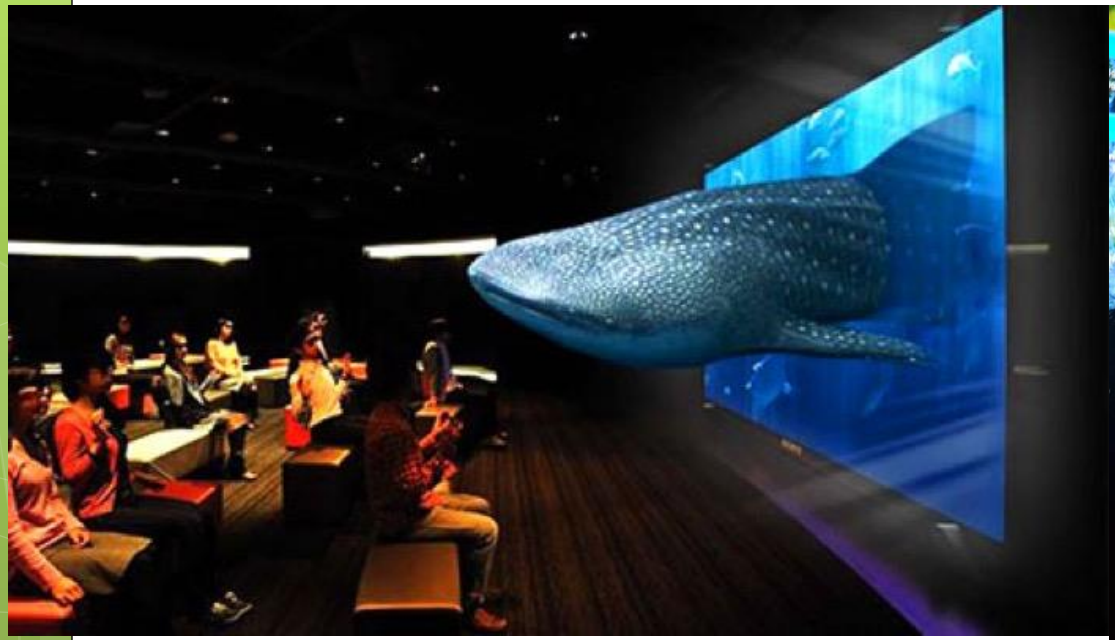


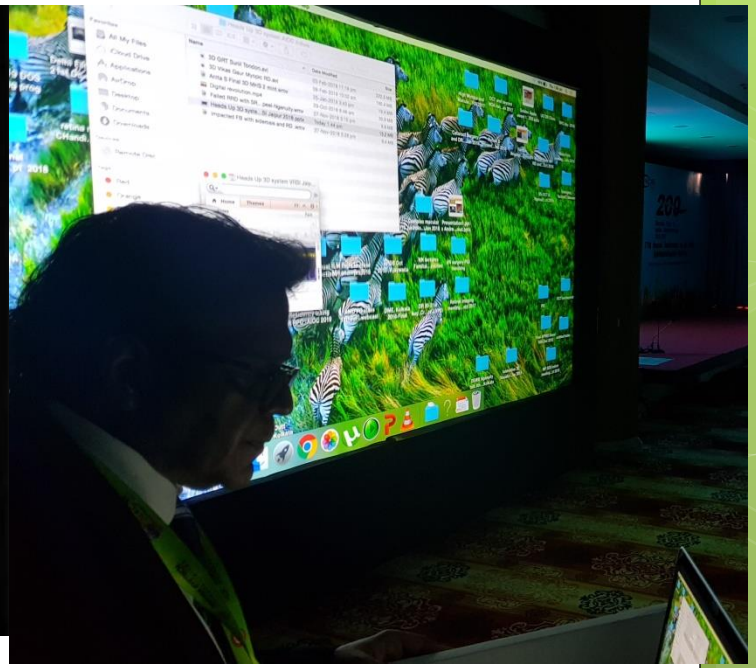
QUICK TIP

SW & Hardware Version both can be used

Basics & Innovation

- 3D Projection & Transmission





Basics & Innovation

- Quiz Buzzer (Fastest finger first)

Basics & Innovation

- Silent Conference System

APDW 2019
APICON 2020
ISACON 2021
USICON 2021
NATCON 2021
PEDICON 2022
NAPCON 2022

Confidential

INTEGRATING QUALITY AV & REVENUE GROWTH

- We can upsell all aspects of AV (but only after we surpass client expectations)
- Ensuring AV of most international events go to conference venue
- Better use of space by using the silent conference systems for multi hall meetings
- Making packages of AV for each Hall *(like chef menu!!)*
- Increased Government & business activities are also enabling multi lingual conferences to be held regularly (using aids like SI & CMS)
- Suggesting hybrid options not only increases the AV but also the IT revenue of the hotel
- Digital signages and fabric prints with customizations also ensure a higher revenue

Confidential

THE PROFIT POWER OF AV

- Engine for bottom line growth with zero investment from the hotel
- Expectations are low and possibilities are high – current threshold is low
- Higher retention of client due to the dependency
- Increases client loyalty

Passing marks is 100

- Higher control over the event, as you become the minor-PCO
- As your empaneled agency is doing AV & production, the movement of labor and staff inside the hotel is more secure and safe
- Better condition and lower breakages of banquet space will lead to lower maintenance cost
- Better turn around during night setup as the agency knows the space and protocol

GROVER AUDIO VISUAL SERVICES

OFFICIAL PARTNERS

ASSOCHAM
Celebrating 101 Years

ilbs
INSTITUTE OF LIVER & BILIARY SCIENCES

FICCI

INDIAN NATIONAL SCIENCE ACADEMY

CII
Confederation of Indian Industry

India Trade Promotion Organisation

teri
The Energy and Resources Institute

India Tourism Development Corporation Ltd.

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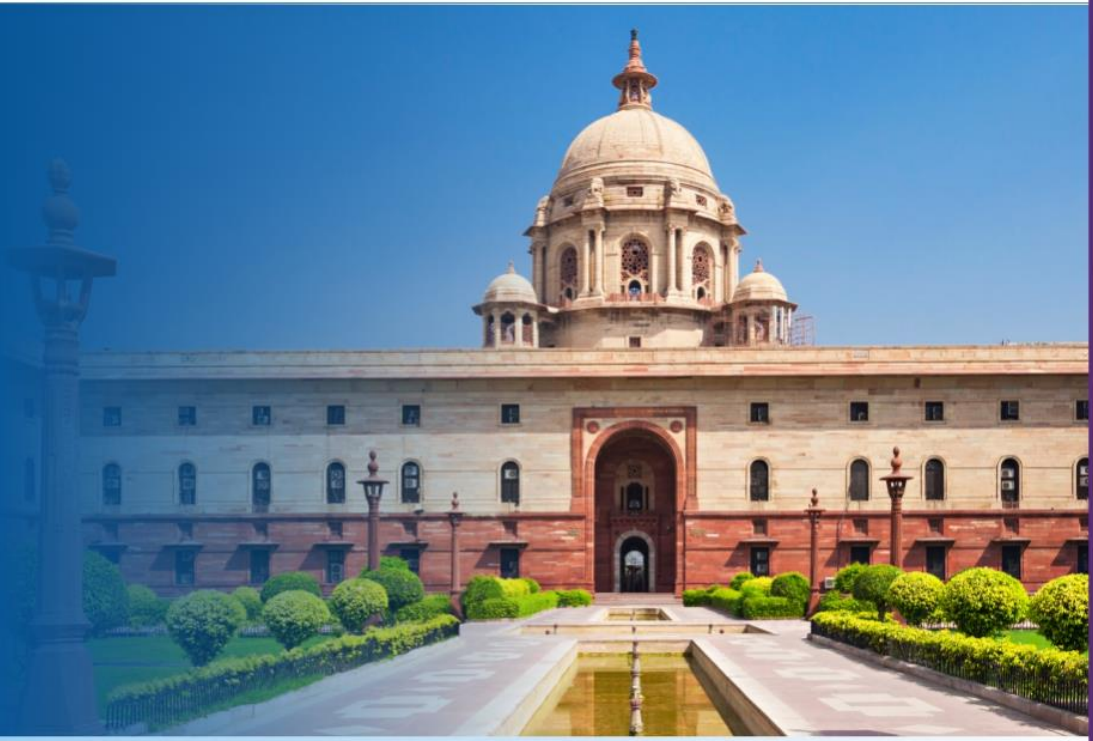

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