



# LEAP

*Live Event Adaption Plan*

"Take The Leap With The Monkey"





**If you didn't know any better, this would look like the world's coolest table arrangement.**

Yet, In February 2020, this tiny microbe put the entire global economy on hold.

## THE EVENT INDUSTRY HAS BEEN HARD HIT

- ❖ Thousands of cancellations
- ❖ Fear and Panic: cancel or postpone
- ❖ Emergency limits on crowd size
- ❖ Business marketing efforts disrupted
- ❖ Seasonal sales chain and plans trashed



# NEVER WASTE A GOOD CRISIS

— *Winston Churchill*

“Necessity is the mother of invention”  
— *Plato*



**AT PINK MONKEY WE DON'T  
ASK OURSELVES TO THINK  
OUTSIDE THE BOX...**

**WE ASK...**

**“DOES IT  
HAVE TO BE  
A BOX?”**

**WE WERE  
BORN IN  
THE  
THEATER...**

**AND THE  
SHOW  
MUST  
GO ON**

*We have a solution...*



## YOU ARE A DESTINATION MANAGEMENT COMPANY

By definition your business is to efficiently move people and manage a destination.

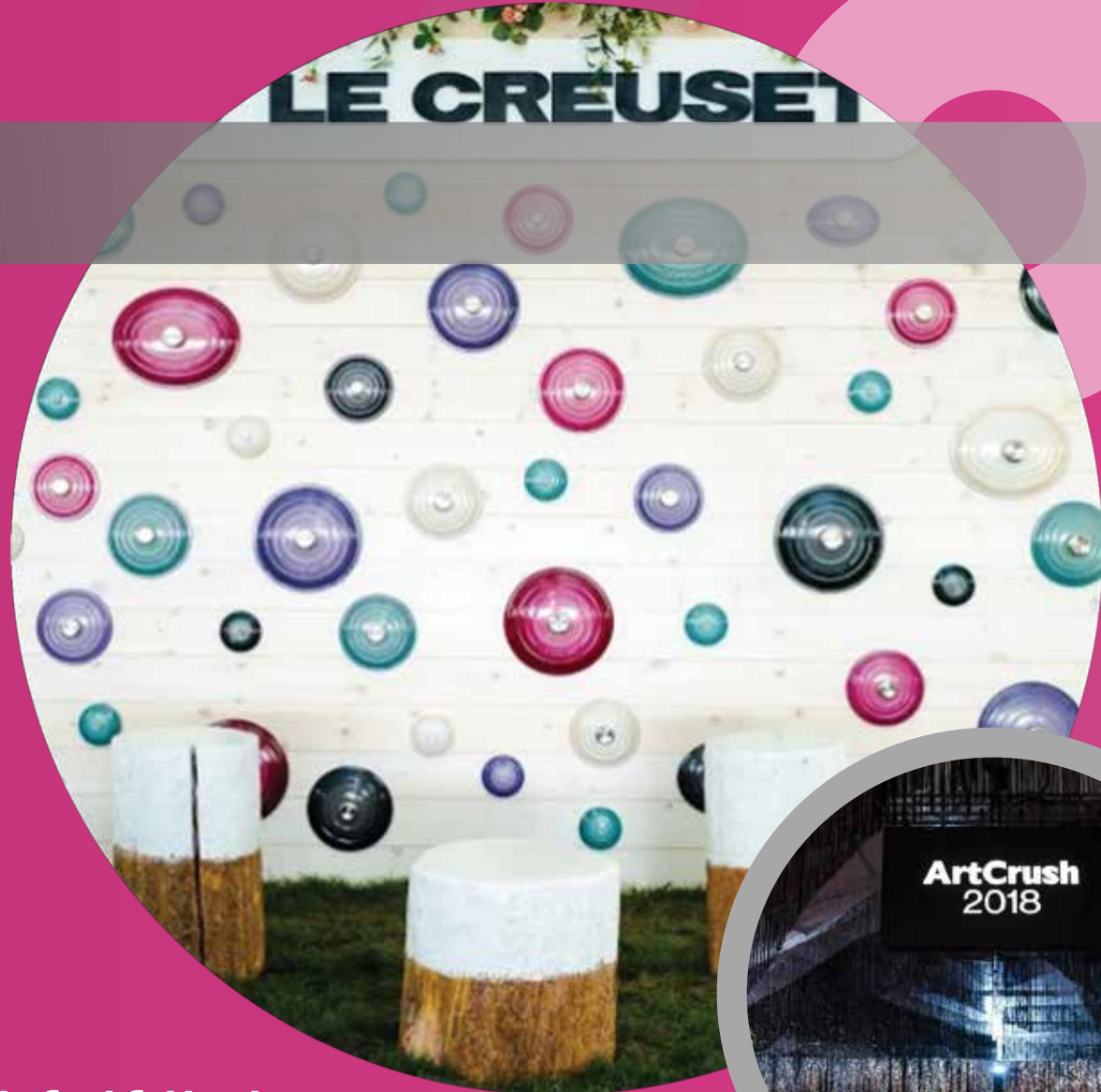
But what do you do when a destination is no longer an option?



## START WITH YOUR MISSION...

**TO** create an experience that brings a company's personality and business plan to life,

**SO THAT** employees and vendors will be more motivated and excited to embrace and execute the corporate vision.



*How do you still fulfill that?*



- ❖ Thousands of programs are in various stages of planning.
- ❖ Money and time has been spent... do nothing and it's a total loss.
- ❖ Only choice seems to be to cancel or postpone—each with negative consequences for all parties.

*But there is another solution...*

*How do you remove the destination but preserve the event experience?*



**YOU TEAM UP  
WITH A  
CREATIVE  
MANAGEMENT  
PARTNER...**

# YOU TAKE A L.E.A.P. WITH THE MONKEY

*LIVE  
EVENT  
ADAPTATION  
PLAN*



## Analysis of Original Intent and Personality of Meeting

- ❖ Determine what the program was to accomplish.
- ❖ How destination supported that need: Quantify importance of destination.
- ❖ Identify and extract key elements of event that were designed to impart content and induce interaction.

## Ideate

- ❖ Develop creative solutions that meet the goals of event without travel.
- ❖ Preserve as much of the work that has already been accomplished as possible.

## Show Creation

- ❖ The key elements of the original event will be retained, reconcepted, and reengineered into an exciting and entertaining “show of shows.”
- ❖ The show will be shot on a soundstage or live from the original event venue utilizing a full complement of video and digital techniques: lighting, set design, green screen, effects, drone cameras, etc.
- ❖ Pink Monkey will concept, script, plan, produce, shoot, edit and digitally simulcast to the original invitee list and beyond. We will produce any and all original video content necessary.

# CORPORATE "SHOWS" CAN BE DERIVATIVE OF EXISTING PROVEN FORMATS

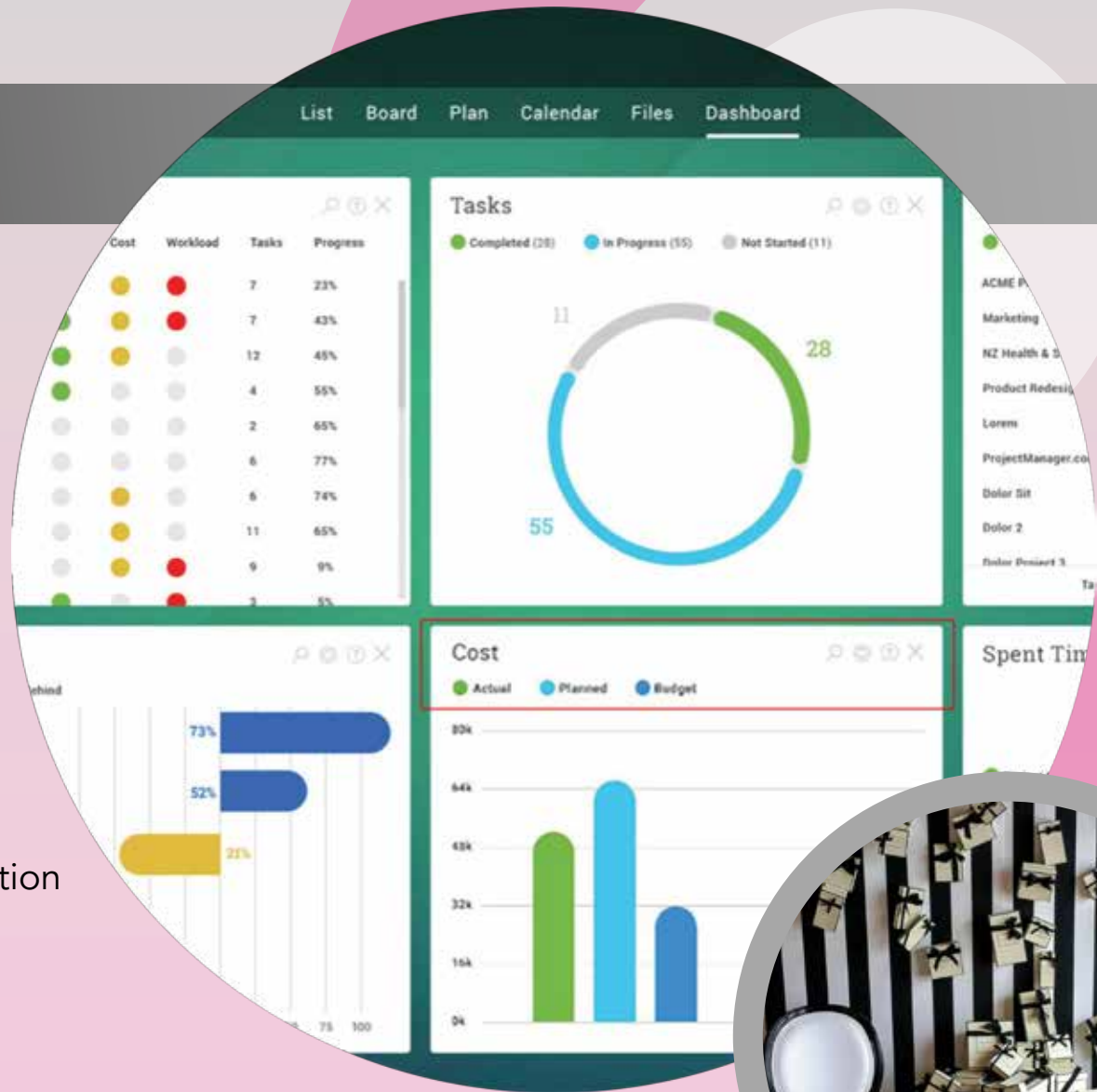
- ❖ *Today Show*
- ❖ *Late Night*
- ❖ *Saturday Night Live*
- ❖ *Academy Awards*
- ❖ *TED Talks*
- ❖ *Virtual Trade Shows*



# COST REDISTRIBUTION

Pink Monkey will analyze your budget and redistribute third party expenses directly associated with travel and travel management and redistribute budget to support the development of the new execution. Fees, commissions, and profits are preserved.

- Fabrication budget -----> Set Construction
- Travel, Hotel, F&B budget -----> Talent & Production
- Travel Management -----> Production Coordination



# PINK MONKEY: THE THEATRE IS IN OUR DNA

Amongst creative management companies we are uniquely suited.

Founders background in theater, television and film production.

Our Staff Includes:

Conceptors  
Designers  
Craftsman  
Producers

Directors  
Fabricators  
Set Designers





## PINK MONKEY: OUR STAGE CRAFT

Our on-premise fabrication workshop capabilities include draftsmanship, carpentry, fine woodworking, welding, finishing, printshop graphics, painting and more providing capabilities in:

- ❖ Backdrops/Installations/Sets
- ❖ Custom Branding
- ❖ Visual Merchandising
- ❖ Interactive Experiences
- ❖ Scenic and Décor Lighting
- ❖ Video Production

*We maintain strategic alliances with a host of A/V and digital simulcast and streaming companies to assure both flawless production and distribution of content across all platforms.*



**DON'T  
JUST SIT  
THERE...**

**SHAKE  
THE  
TREE!**



# PINK MONKEY IS YOUR CREATIVE MANAGEMENT SERVICE FIRM THAT WILL HELP YOU:

- ❖ *Adapt your event.*
- ❖ *Meet the needs of your clients.*
- ❖ *Help you execute a customized action plan.*

*It doesn't matter  
if its Airfares or Airwaves...*

**ON  
WITH  
THE  
SHOW!**