

Virtual Production Brochure



FIREBIRD EVENTS LTD, UNIT 3 NIMBUS BUSINESS PARK, HERCULES WAY, FARNBOROUGH, HAMPSHIRE, GU14 6UU WWW.FIREBIRDEVENTS.CO.UK | PRODUCTION@FIREBIRDEVENTS.CO.UK | 01252 545654

A truly inspiring service

Recent times will have a very lasting impact on global travel and events of the future. We recognize that it may no longer be necessary or practical for all of your delegates to gather within one space. However, nothing can ever replace the energy and positive impact of being personally present with your colleagues and team.

To ease pressure on organizations and individuals, leading technology can support a seamless and inspiring delivery of your key messages.

At this time communication, team bonding and staff recognition is more important than ever.

Our expert team have developed packages that incorporate the best elements of globally recognized and secure online systems. We offer a unique combination of services - robust and extremely versatile solutions for any virtual or hybrid event.

Our range of simple, fully managed packages guarantee seamless delivery. We we also offer a highly bespoke virtual / hybrid event platform with full web integration including breakout room management, online documentation and full presenter control.

These solutions ensure that you can still host spectacular live events, which are fully immersive for any non-attendees. Your content does not need to be streamed into a 'full capacity' main plenary – but can also be pushed simultaneously through other areas of the venue, externally or to secondary event spaces.

Combining these solutions with a range of exceptional virtual team building solutions and recognition packages ensures a comprehensive offering.

We would be delighted to work with you on your event Please call us on 01252 545654 or email production@firebirdevents.co.uk

Option 1 - Produced Stream into Virtual Meeting Platform

Our virtual packages offer solutions for up to 10,000 online attendees. The streaming process is HD and professionally managed to ensure stability and reliability.

We have 3 solutions depending on features, branding requirements and budgets of the event. All of these solutions allow us to send out links to a maximum of 7 concurrent presenters where they can share slides, and content and be mixed by our vision operator out onto the stream. The advantage our managed packages is we can have multiple visual presenters together for panel discussions and place presenters over the top of slides rather than a standard gallery view.

Option 1: Produced Stream using Preferred Virtual Meeting Platform

For this option we use YOUR preferred meeting platform, whether its Teams, Skype, Meet, Webex, Zoom or anything else. We then take control of an account and send our vision mixer output as the camera input allowing other meeting participants to see the content we are outputting.

- Guests are able to view using any web browser with a link given to them prior to the event •
- Presenters can see guests and talk to them directly through the platform •
- Footage is provided to client post event to distribute •
- Guests are able to use a meeting platform that they are already used to •





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Optional Extras:
Fully Produced Presenter Locations – Including: Broadcast Camera, Key Lighting, Lapel Microphone, Laptop, Clicker and LED Screen
Sli.Do Event Package
Additional Lapel Microphone for Extra Presenters/Panelists
Recording to 1TB USB3 Hard Drive
8ft x 8ft Fully Printed Backdrop
Conference Host

Option 2 - Produced Stream into Virtual Meeting Platform

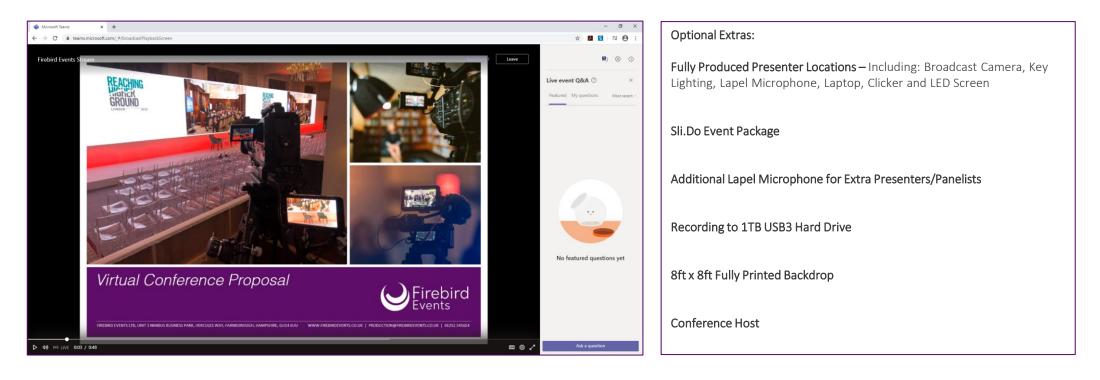
Our virtual packages offer solutions for up to 10,000 online attendees. The streaming process is HD and professionally managed to ensure stability and reliability.

We have 3 solutions depending on features, branding requirements and budgets of the event. All of these solutions allow us to send out links to a maximum of 4 concurrent presenters where they can share slides, and content and be mixed by our vision operator out onto the stream. The advantage our managed packages is we can have multiple visual presenters together for panel discussions and place presenters over the top of slides rather than a standard gallery view.

Option 2: Produced Stream using MS Teams Broadcast

This option uses the event function prebuilt into MS Teams. Although all parties connect using the same platform, the presenters aren't able to see the guests within this platform. All audience participation takes place via the built in chat and Q&A functions. Similarly to Option 1 we use an external vision mixer, allowing total control over the content.

- Guests are able to view using any web browser / MS Teams application to a link given to them
- Text Q&A facility is available on the side of the teams feed
- Translated Transcript feed is available (up to 6 languages)
- Footage is provided to client post event to distribute



Option 3 - Live Streaming Embedded into a Branded Microsite

Our virtual packages offer solutions for up to 10,000 online attendees. The streaming process is HD and professionally managed to ensure stability and reliability.

We have 3 solutions depending on features, branding requirements and budgets of the event. All of these solutions allow us to send out links to a maximum of 4 concurrent presenters where they can share slides, and content and be mixed by our vision operator out onto the stream. The advantage our managed packages is we can have multiple visual presenters together for panel discussions and place presenters over the top of slides rather than a standard gallery view.

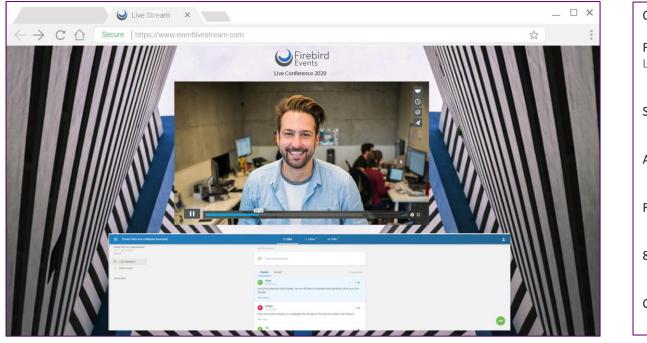
Option 3: Produced Stream embedded into your own branded microsite

The most advanced level of virtual conference that we offer is a live stream built directly into a custom website. This can either be a bespoke page on an existing site or a new dedicated website which can be fully branded and secured. This enables lots of branding opportunities such a full screen backgrounds or title logos. We are also able to upload any relevant content such as a conference agenda or speaker notes to the website for guests to view before, during or after the event

The stream itself will be hosted on our chosen streaming service, Vimeo, and embedded into the website. The benefit of using Vimeo is that we are able to simultaneously record streams as they are being broadcast and host them immediately with the same URL as the stream. Giving all delegates a chance to go back and re-watch any parts of the event that they wish immediately after the event ends

- Guests are able to view using any web browser
- Split Screen option for integration with Slido or similar interactive polling features

- Text Q&A facility is available
- Ability to add your own branding to the event
- Live Stream can be password protected as well as shared link to increase security
 Footage is available for 12 months post event to play back



Optional Extras: Fully Produced Presenter Locations – Including: Broadcast Camera, Key Lighting, Lapel Microphone, Laptop, Clicker and LED Screen Sli.Do Event Package Additional Lapel Microphone for Extra Presenters/Panelists Recording to 1TB USB3 Hard Drive 8ft x 8ft Fully Printed Backdrop Conference Host

Delegate Registration Systems

Our bespoke delegate registration system services includes the following:

- Meetings with Client to discuss requirements & design.
- Creation of fully branded registration site, working within corporate guidelines.
- Initial email to delegates with link to website.
- Recognition email to thank delegates for submitting details.
- Weekly detailed updates to Client.
- 2 week prior reminder email to all accepted delegates.
- Final Feedback to Client & Venue.

Services:

Event Creation with Registration Site

- Dedicated Event Registration Page
- 2 weekly updates to client on registration details
- Dedicated Page for Event with links to Conference Live Stream
- Ability to add Files / Images and Videos for Agendas, pre event information etc

Throughout this process you will have one single point of contact who will oversee all aspects for you, ensuring clear communication at all times.







Optional Extras

Below are a number of suggested options to increase Audience Interactivity]

Sli.do Event Package

Sli.do is an exceptional on-line audience polling and live question system which does not require delegates to down-load an App, so immediately ensures a high response rate.

Audience Interaction

No special hardware is needed at all - audience members access the Sli.do website from their smartphone or tablet using the event's unique, predefined access code.

Polling and Questions

All polls can be written in advance with the options of multiple choice, open text, star rating and world cloud results, which can be shown as live results or can be kept hidden until all answers are collected. Audience questions can be moderated before being displayed and can be highlighted (remotely) on the screen - to stand out from the others, and then removed from the screen once discussed.



Results

All polling results and questions can be exported in multiple formats and event analytics can be shown. These statistics include; total number of participants and number of questions asked.

Conference Host

Passionate, professional and highly experienced, we have event hosts that will ensure your audience are engaged, enthralled and entertained. With wit and wisdom, and on-the-ball time keeping – your event will be a talking point for all the right reasons. Or perhaps you'd like to add another dimension to your event with one of our exceptional motivational speakers?

Whether you wish to be motivated, inspired or educated we have an array of talent from the worlds of sport and business, comedy and celebrity, to host, speak, compere or facilitate your event. Finding the perfect host or speaker requires a thorough understanding of your event, delegate mix and message. We absorb your requirements and any key messages you wish to portray, and then find the most suitable speaker to enhance and energise your event.

Our years of experience and knowledge in this field means we are able to source the perfect solution for you. Most importantly, it's not just about the content, it's also about the delivery of the presentation. We have personally vetted every presenter that we recommend, ensuring that they have a long lasting positive influence and impact on your event.

Optional Extras

Fully Produced Presenter Locations

We provide a laptop, clicker and LED screen at the Presenter location. Presenters are filmed with a broadcast camera (live or pre-recorded), studio lighting and clear audio from lapel microphones. At the live conference location we provide an AV Engineer with vision mixer, laptop and VC hardware and the stream will be presented as either full screen camera or picture-in-picture with slides Sli.do is an exceptional on-line audience polling and live question system which does not require delegates to down-load an App, so immediately ensures a high response rate.

Please note that this package does not include the standard 'production' of the conference meeting. We would be delighted to quote for AV, sound and lighting at your chosen location if required.



Standard Video Message Package

This includes camera with operator, studio lighting package, and one lapel microphone, generally filmed at your selected location. We will then either edit the recording with you at your location or at our own offices. We aim to provide the final edit for approval within 24 hours of recording.

Interactive Session Add-on

In addition to our standard VC packages, we can also offer managed interactive sessions.

These are highly bespoke and enable a huge range of additional features including:

Standard Interactive Session Upgrade Package:

- Panelist Coordination and direct communication
- Full reporting and analytics for registrants and attendees
- Encourage attendee engagement with interactive facilities raising a hand, live polling and Q&A
- Fully customizable and brandable



The Young Universities Summit 2019

The Times Higher Education Young Universities Summit in took place in Guilford. The 2019 summit gathered senior leaders from academia and related industries from around the world to assess the global outlook for higher education; analysing disruption, celebrating impact and identifying opportunities for growth.

The event was streamed live to partner universities and press rooms around the world and the stream was also recorded and edited for online publishing. http://tes.shocklogic.com/summits/younguniversities/2019/



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This is a summit that any vice-chancellor of a young university should attend, in order to speak to as many colleagues as possible, to get ideas about the challenges we face, and to network with like-minded universities who share many of the similar challenges. Anthony Forster, vice-chancellor, University of Essex



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Thomas Cook Town Halls – Aldersgate, London – May 2015 to September 2019

As Thomas Cook's preferred production supplier, we were honoured to produce their Town Hall meetings every two months. These were hosted at their head offices in London and very often included multiple remote presenters from around the world including complex multi-presenter panel discussions. The conference was also streamed to remote global office locations each manned and with broadcast cameras to allow every location to view presenters from other locations and all audiences to interact with each other.



Samsung UK Town Halls – UK Head Office, Chertsey – December 2016 to current day

As one of Samsung UK's long standing production partners, we are proud to produce their UK Town Hall meetings which are held approximately every three months. These sessions are streamed live to the Samsung Ireland office.



Spatial Structures, University of Surrey – February 2020

The International Conference on Spatial Structures is an event that has taken place since 1966 and is organised by the Spatial Structures Research Centre. As well as producing the entire event, we also streamed the main plenary to external delegates – with a live PIP stream combining full HD camera and PowerPoint slides. We also integrated Slido with full interaction and Q&A for both the live audience and remote delegates. https://www.surrey.ac.uk/iass2020



White Case, The Aviator – June 2019

A complex 25-way video conference with full management. 25 attendees could all hear and see the event host and then each of the attendees presented full screen at specific times. At the host location we provided a broadcast camera with operator and mixed between full screen camera and PIP with PowerPoint slides.



My Local Hero Awards, The Grove - March 2019 An ever growing and very successful regional community awards evening. This year the event was very over-subscribed – so the entire evening was streamed live through Facebook Live with over 100 online viewers.

https://www.localheroes.com/awards Highlights video - https://www.youtube.com/watch?v=PxDKmihdm6Y



OneSchool Global Awards, Old Thorns - November 2019

OneSchool Global is one of the world's largest and truly global schools – with over 9,500 students, 130 campuses and 2,500 staff operating across 20 countries. We were proud to produce their 2019 Global Awards which was also streamed globally to 25 locations and viewed by 3,500 students. https://www.oneschoolglobal.com/



Heckfield Place & Coworth Park – various client streams 2010 – current day

As recommended AV supplier at each of these venues we provide numerous temporary VC facilities throughout the year. From boardrooms for high level executive meetings to large scale conferences with remote attendees and presenters.

Time zones – how do we deal with delegates in different time zones joining?

All call times are defined by the time zone of the host, so needs to be set in time that this works for the delegates. We can record all sessions though for the client to share afterwards. Can delegates raise their hand / type questions / partake in audience polls?

We can add these services as part of our Interactive Session Add-ons. If the client has a platform that they normally use such as Slido we can also implement this into our standard packages services. Is there a moderator online for the meeting to keep speakers to time and move the agenda along?

Not within these standard packages but we can offer many options here. We can set up a studio location to link between presenters as either a secondary video stream or to message into their platform.

Are master email templates with joining instructions provided?

Yes - very simple, with the URL, time and password. You can brand / manipulate the email entirely as you wish. We would send this to you to brand and then forward to the attendees. Trouble-shooting – are there rehearsals?

Yes. We would ask each presenter to login a before the conference starts and we would also ask the Client / yourselves to login to view the test and to ensure that audio levels are satisfactory.

What happens if people have trouble joining or speakers have joining issues?

With regards to presenters we would have a test run to ensure they are all fine (allow 10mins per presenter). With regards to attendees we suggest setting up a 'help' email address that we could respond to. For attendees it really is very simple – they click on the link and input the password. As long as their speakers are on and the wifi/broadband is strong enough there should be no issues. What additional software is required if attendees don't have Chrome?

We have a few packages that we use depending on the exact requirements the client is after. The simplest ones work within any web browser.

Attendee tracking - list of attendees who participated available? How do we know remote attendees are online for entire sessions?

We can supply this only as an Interactive Session Add-on upgrade. We can manage registration and see who is online.

Recommended length - guideline for maximum audience engagement?

As with live conferences, we agree that around 2.5hrs is best. We do have the ability to play 'adverts' etc during a break – this would count as an additional 'presenter' in terms of cost.

Who builds the website screen the attendee sees? Can it be branded? What platform is it on?

We have various platforms that we use, depending on the requirement. Standard packages are branded as Firebird but we can upgrade the capability to add branding.

Chat room capabilities? With an Interactive Session Add-on upgrade yes.

Slides distributed post meeting?

We would need all of the presentations to be we-transferred to us, we would compile and then send to you to dispatch. There would be an hourly charge for content management. Can attendees dial in via phone but watch online? Yes.

Can we communicate with the speaker online to give them updates without attendees seeing these? With an Interactive Session Add-on upgrade yes.

How secure is the meeting connection? All the solutions offer end to end encryption and meeting access controls.

Is there a basic internet bandwidth speed people need to dial in or any other minimum technical capabilities?

For presenters we would always suggest a minimum of 10mb/s wired feed but for attendees they could run it off wireless networks depending on the wireless strength. We would suggest for an attendee they would ideally require around 6mb/s to stream seamlessly at 1080p.

Do you need attendee names up-front to enable attendees to log in?

For basic solutions, we just offer a URL and 1 password for all applicants. We can upgrade this to offer a registration option.

Can there be an open audience or do attendees have to be pre-determined?

It can be an open audience as long as we have a prediction of the maximum numbers in advance as we have to set ceilings to support the bandwidth on the platform

Do you need slides to upload prior to the event?

It would be good to have a holding slide in advance. Presenters would operate their own slides at each location, with their camera in a PIP in the corner. We would need presenters to ensure that they leave an area top right clear in the slides.

Do you edit or format slides or is this the presenters / client's responsibility?

This is the presenters / client's responsibility within our standard package. However we are entirely happy to assist with content in advance or we can create templates to include locations for PIP Camera feeds.



Hybrid Parties & Awards



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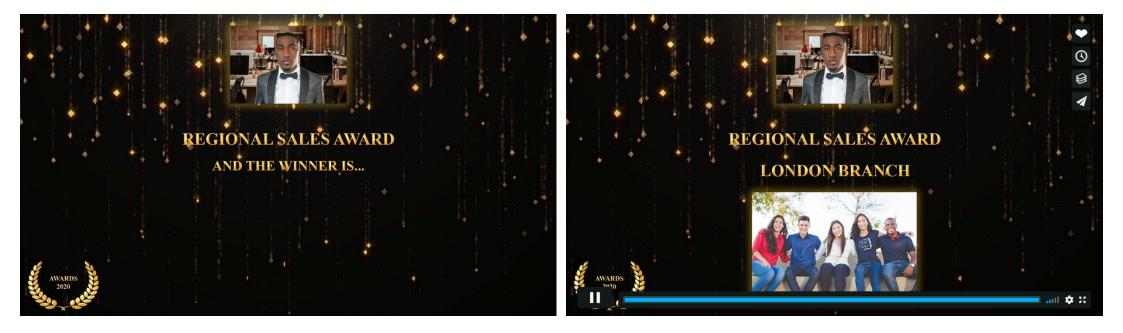
Recognition & Awards

Staff recognition could not be more important. We are able to provide seamless, high energy presentations, incorporating stunning animated slides and video, controlled presenters, hosts, sponsor and entertainment feeds, all with high quality audio and very high impact visual effects.

Including:

- Both public and private streaming options
- Seamless integration of up to 4 remote presenters
- Live video switching
- Social Media incorporation
- Event recording

Content Design



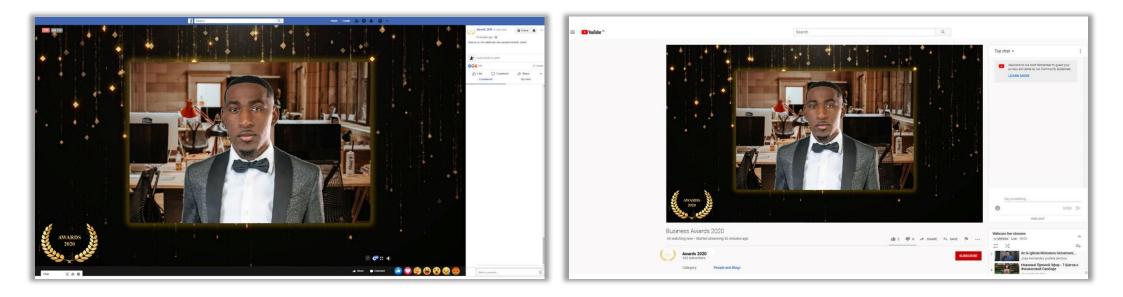
Content Design

Using a combination of remote presenters, media overlays and PowerPoint, the options for content design are virtually limitless.

Award winners are able to send in acceptance speeches in advance to be played out live as the winners are announced, or team photos can be used to keep winners a surprise until the final moment! Award stings can also be played out when winners are announced to provide the usual sense of excitement.

Hosts and presenters can dial in from home at the click of a button to announce winners and make speeches. They are also able to interact with each other live.

With Sli.Do integration guests can feel included by voting for winners during the event. These results can be shown live on screen or kept private with just winners being announced.



Streaming Options

Live streaming technology allows the use of social media platforms to host events or if preferred we are able to offer a service where guests are sent to a specific website where the stream is embedded. Or a combination of both!

Direct Streaming

In order to accommodate for brands with a large social media presence we are able to provide a live stream directly to social media platforms such as Facebook, Twitter and YouTube.

Website Hosting

We are also able to create purpose-built websites for delegates to access live events. This will enable full management and monitoring of delegates attendance and is fully customizable allowing for many branding opportunities.



Content Design & Management

A much higher level of professionalism throughout content and display

A massive release of pressure for your own event staff and presenters

Peace of mind that content is being handled by an experienced team

Impact

Consistency

Lasting Impression

As well as offering stunning virtual production, we also offer a full in-house content-management service. Our exceptionally creative team is highly skilled in PowerPoint, graphics and editing, so we are able to fully manage and drive the content of your event for you - to a standard that is guaranteed to surpass expectation. Our design time is charged by the hour for all content except filming, editing or 3D graphics, which are priced per project. Keeping you notified of our progress throughout, you would need to authorize any additional hours deemed necessary. Make your presentations consistent and save time too! Consider creating a master 'conference template' which would be sent (in good time) to all your presenters, so all the content has the same look and feel. We could create an event 'holding slide' and presentation template so each slide is consistent, no matter the author. All we need is your event title, logo, a previous template and your branding guidelines. Additional design time during standard working hours would be charged by the hour. Our design and content management services are charged on an hourly basis and can include the following:

- PowerPoint Template Design
- Tidying Up / Re-design of all Content
- Pre-Event Filming, Editing and 3D / Graphics
- Collation of all Content
- Event Stings (audio or video)

Standard Awards Live Streaming Event

Including:

- Both public and private streaming options
- Seamless integration of up to 4 remote presenters
- Live video switching
- Social Media incorporation
- Event recording
- Mobile Friendly Platform
- Fully Customizable Branding Opportunities
- (excludes content design)









Social Distancing Event Design



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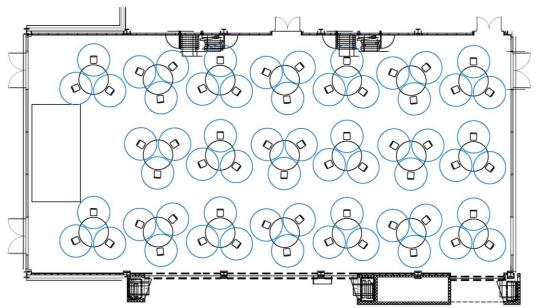
Social Distancing Event Design

Our experienced in-house design team use the latest 3D design and visualisation software in order to plan our events. This gives us the capability to recalculate event space capacities in keeping with current social distancing measures and create 3D drawings to show clients how their events can still go ahead with these measures in place.

We are able to work with many file formats for floorplans and are also able to make site visits in order to measure spaces if necessary.

Our design time is charged per hour for both capacity calculation and 3D design. Keeping you notified of our progress throughout, you would need to authorize any additional hours deemed necessary.

A standard venue event space will take approx. 1 hour to calculate capacities.









Event & Venue Hygiene Services



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Sanitiser Dispenser Stations

To ensure the wellbeing of your guests and venue staff, we supply everything that you would need for your event to comply with hygiene legislation.

Large Digital Branding Auto Dispensers

Auto dispense via the built-in IR sensor Clean, safe and completely touch-free 3.6L internal reservoir Provides 9000 dispenses Digital branding / signage display Reports of usage post event Notification when running low Easy to refill



adidas

Counter Top Graphic Only Auto Dispensers Auto dispense Premium design, small unit Clean, safe and completely touch-free 1.5L internal reservoir Provides 3750 dispenses Printed branding / signage display

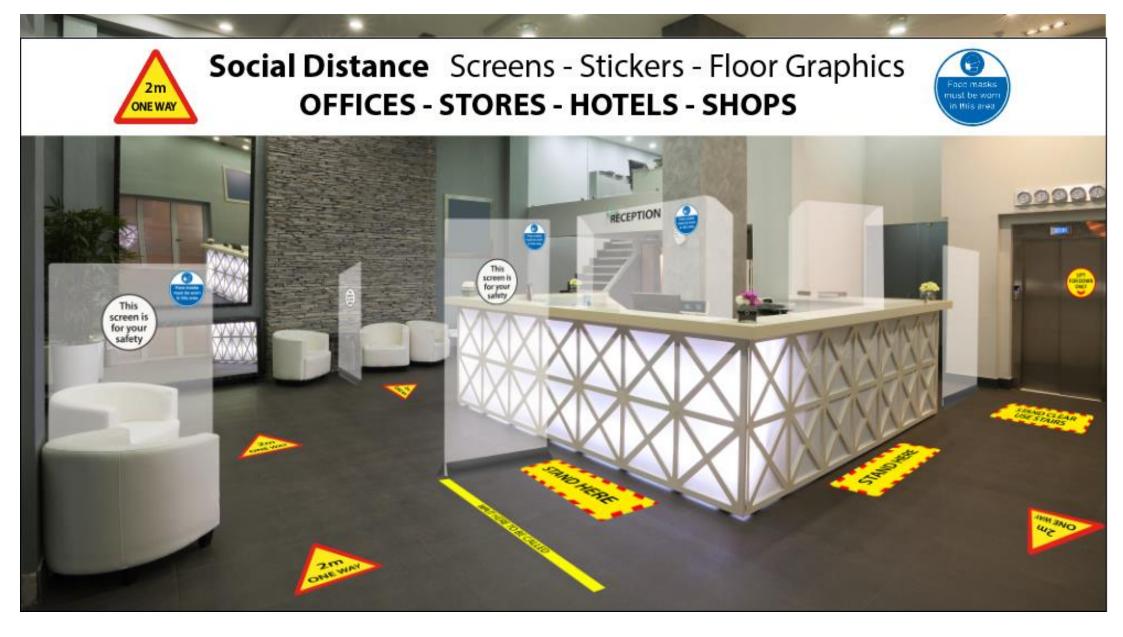
Easy to refill





Event PPE Sanitiser refill bottles Certified face masks Protective gloves







Screens & Outdoor Stages



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Outdoor LED Screens

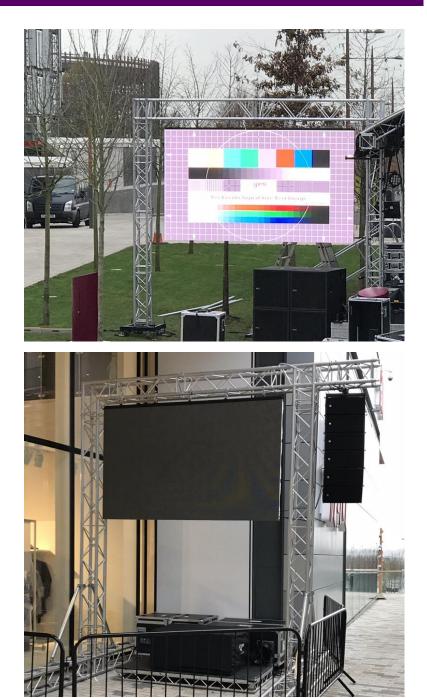
These are large format 'LED Walls' which are used at events where a bright image is required to be shown on a large scale. They are much brighter than projection allowing them to be used in direct sunlight, and due to them being made up from panels, typically 0.5m square can be built in many shapes and sizes.

We have a wide range of different pixel pitches for our screens depending on the application. The lower the number the higher the density of the pixels and the closer people can sit to the screen.

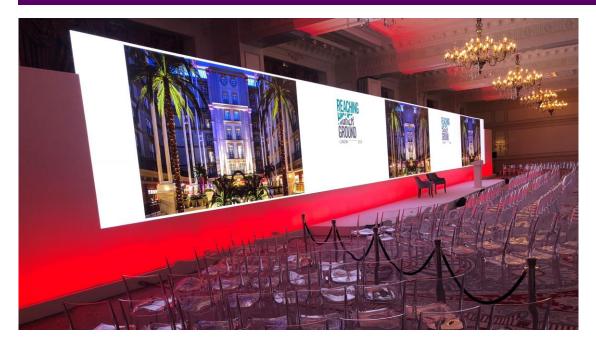
For outdoor screens we can offer:

3.9mm / 4.8mm / 5.9mm

We have a selection of scalable displays and support equipment enabling us to build screens to meet all demand and ensure a perfect picture for your audience.



Indoor LED Screens



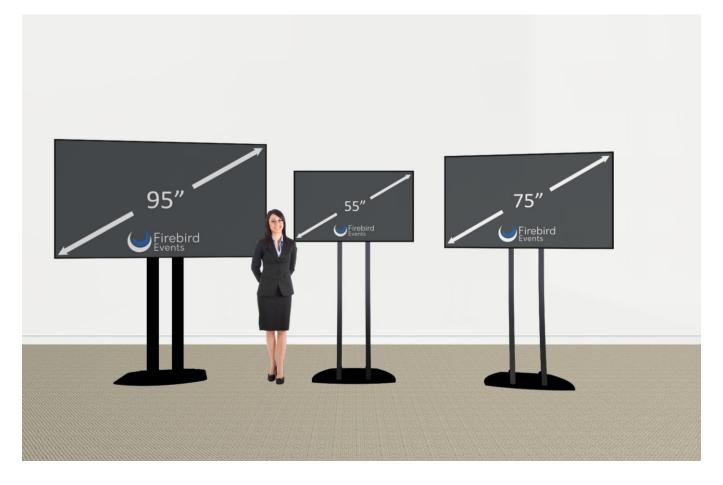
We have a number of specialist indoor LED screens which have a higher pixel density to give the image quality of projection but at much higher brightness. Shadowing and projection distance concerns are also removed For indoor screens we can offer: 2.5mm / 3.9mm

We have a selection of scalable displays and support equipment enabling us to build screens to meet all demand and ensure a perfect picture for your audience.





Indoor TV Options



All of our screens have an image resolution of 1920 x 1080 or higher and all have HDMI inputs. They come with a selection of different mounting options and can be used both landscape and portrait.



32" 16:9 LED Screen – Full HD
40" 16:9 LED Screen – Full HD
55" 16:9 LED Screen – Full HD
75" 16:9 LED Screen – Full HD & 4K options
95" 16:9 LED Screen – Full HD*
98" 16:9 LED Screen – 4K*

* No internal speakers, so requires an external sound system



All of our projectors have an image resolution of 1920 x 1080 or higher and all have HDMI inputs. They can be used for both front and rear projection and can be rigged upside down.

Our available projection screen sizes with both front and rear projection surfaces are:

 8^{\prime} x $6^{\prime},\,10^{\prime}$ x 7.5 $^{\prime},\,10^{\prime}7.5^{\prime\prime}$ x 6^{\prime} and 16 $^{\prime}$ x 9^{\prime}



5,000 Lumens 16:9 Projector – HD 1.24:1 Ratio Horizontal and Vertical Keystone 7,500 Lumens 16:10 Projector – HD (Laser) 0.75-0.95:1, 1.22-1.52:1 Ratios Built in Warping and Blending 12,000 Lumens 16:10 Projector – HD 0.8:1, 1.2-1.5:1, 2.0-4.0:1 Ratios Built in Warping and Blending 20,600 Lumens 16:10 Projector – HD (Laser) 0.8:1, 1.2-1.5:1, 2.0-4.0:1 Ratios Built in Warping and Blending

Event Staging

We will rock you With our very own, comprehensive stock of outdoor professional stages, we are able to supply you with staging suitable for your event. Prices are based on one day events. *Prices will be subject to delivery charges and will be subject to your selected acts riders.*



10m x 8m Stage with Arc Roof

Recommended for bands of 10 – 12 singers and musicians, depending on band requirements. Stage cost excludes all sound and lighting. Costs are dependent on individual event requirements.



8m x 6m Stage with Arc Roof

Recommended for bands of 8 – 10 singers and musicians, depending on band requirements. Stage cost excludes all sound and lighting. Costs are dependant on individual event requirements. Options: Stage wings and Wing Scrims POA dependant on design.

Event Staging







6m x 4m Stage with Arc Roof

Recommended for bands of 5-8 singers and musicians, depending on band requirements. Stage cost excludes all sound and lighting. Costs are dependant on individual event requirements. Options: Stage wings and Wing Scrims POA dependant on design.



5m x 3m Stage with Curved Roof

Recommended for bands of 3 - 5 singers and musicians, depending on band requirements. Stage cost excludes all sound and lighting. Costs are dependant on individual event requirements.

Event Lighting

Outdoor Event Lighting

Make the ultimate first impression with our cost effective, but highly impressive outdoor lighting. From simple oil burners to colour changing castle floodlighting - anything is possible. Our large stock of outdoor lighting enables us to turn your venue grounds into a magical wonderland to awe and inspire.









Metal halides offer a simple and cost effective solution for uplighting trees, buildings and features with a fixed colour. Available in electric blue, green and pink.



Helix Floods are very powerful and colour controllable outdoor flood lights – capable of flood lighting even the largest venue.



Steel Paraffin Torches 75cm Candle Lanterns T-Light Lanterns Festoon Lighting per 5m LED P-Lighting per 5m



What Happens Next

We very much hope that this brochure provides you with some inspiration as to the options available. We would be delighted to arrange a call with you to further discuss your requirements.

Notes

All prices are subject to VAT at the current rate. All services are subject to availability Some services or items may be subject to a minimum order fee. Full payment will be due 30 days prior to event date (unless a credit account has been agreed in advance) Prices will be subject to travel charges – please contact us for a quotation. We would please request hot food and soft drinks for all operators. Restricted access time or particularly difficult access may incur additional crew fees. On-site accommodation may be requested for some events.

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Production Highlights































