

**NOW SHOWING**

# **CORPORATE THEATRE**

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# Corporate Theatre Group



[Corporatetheatre.com.au](http://Corporatetheatre.com.au)

## Technical event production

Created more than 20 years ago to produce a Xerox event to launch a new copy machine in Australia and Hong Kong, Corporate Theatre has provided its clients with cost-effective and high quality services in Australia and the Asia Pacific. We deliver a unique service across all event types, at any event space, on any size or scale.

## Corporate video production

CorpCast Productions was created in 2012 to extend and broaden the video services that Corporate Theatre has been providing to companies for many years. With up-to-date skills and state-of-the-art in-house facilities, CorpCast Productions is your reference for video production.



[Corpcast.com.au](http://Corpcast.com.au)

## Why choose us?

- Expertise & advice in event management and audiovisual production
- High customer focus
- Flexibility to work within your budget and deadline
- Top quality innovative video facilities
- 64m2 production studio located 5 minutes away from Sydney CBD
- International team: English, French, Portuguese and Spanish spoken
- Experience with different industries such as retail, direct selling, building works and civil engineering, finance, event production, real estate, insurance, vocational training.

## Expertise

### Event Production

- Stage Design and Construction
- Lighting
- Sound engineering
- AV Production
- Display design and printing
- Event filming
- Live streaming

### Corporate Video Production

- Outdoor shooting
- Studio/ green screen productions
- Corporate news and profiles
- Marketing videos, product launches
- TV commercials
- Careers, training and tutorial videos
- Event highlights
- Webcasting
- Live streaming
- 3D, special effects

## Our references



# Case Study 1 – Event Production

**Event:** 'Extravaganza' 2011 – Annual Convention

**Venue:** Gold Coast Convention and Exhibition Centre

**Attendees:** 2,000 consultants

**Duration:** 3 days

## Objective

- To motivate and educate their sales force



## Brief

Manage all technical production aspects of the event, including, plenary and breakout sessions, theme dinners and corporate branding throughout the centre: design and construction of the stage, all the sets, and display; light, sound and AV engineering; and all crewing.

**nutrimetics**  
feel beautiful



**Video**

[Watch the 'Extravaganza' highlights.](#)

## Results

- a 27m-long screen to allow a more integrated presentation platform and place information wherever we wanted for the plenary sessions
- incorporated ramps to the stage to facilitate easy and safe access for the large number of consultants being recognised on stage
- projection, HD cameras and high-end vision switching equipment to allow complete control over all screens and data fold-back systems
- a large audio array system to support the presenters as well as the many performers
- a Casino with 10 gaming tables, croupiers and supporting entertainment for the 'Partners' Session'
- 'Nutri-Village' in the exhibition area with three mini product stages, beauty stations for product sampling, incentive and promotional displays and general corporate branding
- display systems and branding in the event and foyer areas of the venue with a 15m x 4m logo sign, 10 banner towers with 4m x 1m banners on all four sides, over 100m of our own display modules, hanging banners and retractable banner stands.



# Case Study 2 – ‘Nu News’, May 2012

## Background

As a direct selling company, Nu Skin marketing and sales teams need to be constantly in touch with their consultants to give them updates about new products, rewards, coming events and training sessions and new objectives.



## Result

A 14-minute video shot and edited in 4 hours with embedded images, PowerPoints and videos consisting of 6 sections edited and sent as a whole video, and uploaded separately on Nu Skin's website and YouTube channel

## Objectives

- To replace the e-newsletter with a video news bulletin that will be sent to Nu Skin's consultants every two months by email
- To deliver their content in a more professional and personalised way
- To be able to send some chapters of the video separately
- To feed their YouTube channel and improve their ranking on Google



## Strategic insight

Nu Skin needed a news template that would fit their regular messages. The presenter of the video is the Sales Director with whom the consultants are in touch. It was also important to see the new CEO of Nu Skin Australia. Topics such as the upcoming convention and the presentation of a new product were covered. As a major point for sales incentives, employee recognition and recruitment, two successful consultants were also interviewed in the news bulletin to share their experience and enthusiasm. CorpCast Productions worked with Nu Skin on the concept and production of the video.

Sections of the video: 1. CEO's address / 2. Management team trip / 3. Annual convention incentive/ 4. New product release/ 5. Sales incentives/ 6. Recognition interview of consultants



**Video**

[Watch 'Nu News'](#)

# Case Study 3 – ‘Discover Your Colour Wardrobe’, May 2012

## Background

As a skin care and cosmetics company, Nutrimetics enriches its marketing strategy by showing how to use their products. As a direct selling company, Nutrimetics puts a strong emphasis on regular training for its consultants to better their quality of service and provide quality information to their clients.



## Objectives

- To train Nutrimetics consultants to be able to give high quality advice when selling make up products to their clients
- To gain the loyalty of its consultants by keeping them interested and being supportive

## Brief

Nutrimetics knew exactly what they wanted as they have been working with us for many years. CorpCast Productions was in charge of the shooting and editing of the training video and of the additional revisions in post-production.

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## Result

A 24-minute video with indoor and outdoor footage and 'how to do' chapters  
Supplied as an entire video as well as 4 chapters



**Video**

[Watch](#)

# Case Study 4 – Corporate Documentary

## Background

Thiess has been working on the redevelopment of Sydney's Royal North Shore Hospital in St Leonards since October 2008. This \$950 million project will continue until 2036 and covers the design, construction, operation and maintenance of the new facilities. This public/ private partnership has enabled architects and planners to draw on the best ideas from around the world and deliver an expandable design that can grow and change in response to healthcare needs.



## Objectives

- To document that landmark project over a 5-year period for internal communication and follow-up with the client
- To train the NSH staff on the new functionalities of the building

## Strategic insight

To be able to document the project, CorpCast Productions has been shooting on-site footage and interviews once a month since 2008. Each year, we supply an end-of-year video encompassing 'year in progress'. At the project completion, we will produce a 60-min documentary style video looking at the project from tender to completion, incorporating follow-up interviews with the project Director and senior team members.



## Results

4x 20-minute yearly progress videos  
We supply a DVD each time we visit the site, which is a compilation of all footage shot as a reference for Thiess  
To come: a 60-minute documentary video



**Video**

[Watch some extracts](#)