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Over 20 years experience in a variety of marketing communication disciplines.



PROJECT FILE

- Client:** COSS Development Corporation
Event: COSS Conference '04
Year: 2004
Title: Showtime
Message: An all new COSS
Objective: Unveil new system interface, product output, sales materials, website, Identity, company slogan and mission statement
Theme: Las Vegas Show
Location: Green Valley Ranch Resort Las Vegas, NV

Action: In 2004, COSS Development wanted to generate excitement about their new enterprise software platform. They were also unveiling a new corporate identity and web properties. To create buzz, the company held their annual COSS Conference in Las Vegas, NV.

The *Showtime* brand was created to convey a Vegas "Cirque" style theatrical production. The marketing collateral, graphic treatments and signage utilized bright lights and a showbiz theme. Promotion of the event included email and direct mail campaigns including custom theater style admission tickets, and a door prize raffle. Customized Conference pages on the corporate website and consistent reminders via the company newsletter were also used as invitations to the show. Harvard business professor and author, Clayton Christianson, was contracted to give the Keynote.

A stage set with dramatic lighting, and A/V systems were designed and set in the main ballroom. C-level COSS executives performed the new company logo reveal during the opening session.

Guest were treated to a fabulous poolside cocktail party overlooking a man-made white sand beach and also participated in professional gaming lessons. All received branded welcome bags containing show schedules, treats and a branded commemorative.



PRIZES

