



# e-awards 2008

event case studies

MICE.NET FEATURES the second instalment of winners in the e-awards for 2008 – showcasing excellence in events in Australia. Over the following pages we profile winners in four categories.

## Event Entertainer of the Year Strings on Fire (Liqueur Flambe)



Strings on Fire, and its core duo, Liqueur Flambe, presented two examples of events they had worked on for its submission for Event Entertainer of the Year in 2008 – Australia's Best Car Awards 08 and the RSL National Conference 08.

On Australia's Best Car Awards 08 Strings on Fire worked with Caryn Morgan from CMA events. The objectives were to provide interactive entertainment at close proximity to the guests (as opposed to a stage show), and to deliver this entertainment in a new format: that of a private performance.

In meeting these objectives Strings on Fire chose an improvisational approach to its material which included interacting and responding to the guests. They also performed their show on acoustic instruments to create a more intimate feel rather than the electric violins they use for larger stage shows.

The result was very positive from both the guests and CMA Events. The audience was engaged and amused, and appreciated the close personal nature of the performance.

The engagement for the RSL National Conference 08 was booked directly with the RSL & Services Clubs Association's events manager, Zoe Blanusa. The objectives were to provide a performance that was different to the entertainment that the managers and the presidents of Australia's many RSL clubs see in their own clubs throughout the year. Strings on Fire was briefed that they would be expected to present something new and exciting that would keep the audience interested. In response, Strings on Fire chose to present unusual and breathtaking stunts to high-impact tracks using electric violins in a show that they came to describe as "extreme entertainment".

The result was better than expected. The audience's attention was glued to the stage for the duration of the performance. They cheered and clapped each stunt, and all clapped along to the music of the grand finale.

RSL & Services Clubs Association manager of events and member services, Zoe Blanusa, said:

"I was looking for something to really WOW my guests as they all see so many entertainers and I wanted to provide something new and exciting. I was very happy with the performance and it definitely had the desired effect. Very professional especially considering the howling winds and the acrobatics they performed without missing a beat.

"My guests were definitely surprised by the performance and it provided the desired WOW factor I was looking for..."

To learn more about Strings on Fire and Liqueur Flambe visit [www.stringsonfire.com.au](http://www.stringsonfire.com.au).



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winner