

Case Study: Financial Software Company

Situation:

A financial software company was holding a conference for their clients. Neighthan the horse was co-hosting. The first year the opening had introduced Neighthan, but for the second year the client wanted a “bigger” opening. Without budget for a video or other large production we had to come up with a solution that wowed—but utilized the tools at our disposal.

Solution:

Neighthan and co-host welcomed the audience back in style with a musical opening number. Since both the actor playing Neighthan and the co-host could sing, we decided to utilize their strengths and wrote a parody musical number: “I Got You...Neigh” (instead of Sonny & Cher’s “I Got You Babe”).

The number was both humorous and it highlighted what the attendees could expect from the next few days.

Results:

The audience and client got their “big” opening that set the tone of the event. The opening number made it clear that they should expect great things, and that the event was also going to be a lot of fun.

Here’s a video from the event of the AniMate:

<https://vimeo.com/220246268>

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2229 Mariposa Ave, Boulder, CO 80302

Phone 720-304-3710

www.FranchiseSpeakers.com