



## Fall/Winter 2006 Newsletter

Dear Friends,

As events keep growing in popularity as marketing vehicles for organizations, it still amazes me that so many clients fail to set concrete goals for their events. Our initial conversations always feature an enthusiastic client excited about the “what,” “how,” “where,” and “when” of their event. But like a pesky inquisitive five year old, we often bring them back down to earth with our insistence on “why.” Why do you want to do this event in the first place? What are your goals? What business objective must this event accomplish? And even though many people have a general sense of this, there’s usually some heavy lifting involved in getting them to articulate clear answers. Without them, you have no way of determining whether the event was successful.

We often ask these questions: (1) How do you want attendees to think about your organization (product, brand, etc.) when they leave? (2) What action, if any, do you want them to take at some point during or after the event? Unlike other marketing mediums, events provide the unique ability to control virtually every aspect of the environment in which the guest receives your message. Think of your event as a giant brainwashing chamber. You can control what they see, hear, feel, experience and learn during a fairly long time, so they are receptive to your message. Compare that with placing an ad or sending out a letter. Both forums contain your message, but you have no idea what mood the reader is in when they view it, or whether they’re paying attention at all. A live event, while touching fewer people than advertising, allows much more targeted message-penetration and retention. Think of yourself as the target attendee; what will get you excited about continuing or increasing your affiliation with the event host? It doesn’t matter if you’re trying to influence customers, employees, investors, donors or press; the same principles apply.



Sincerely,  
Howard Givner, President

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## Some of Our Recent Events

**DelMonte Foods’** brand 9Lives held a media event at Vanderbilt Hall in Grand Central Terminal for a special announcement on September 19th. With members of the press and the public present, spokesman Randy Jackson of American Idol



announced that he and Morris the Cat would be teaming up for Morris’ Million Cat Rescue, an effort to save 1 million homeless cats over the next year. The announcement launched the US tour of Morris’ Million Cat Rescue Bus, which will team up with local shelters to save 1 million cats. PTTR partnered with Coburn Communications to execute this successful launch.

Paint The Town Red was hired by a leading private equity firm to assist with planning, execution and on-site logistics for a business meeting at the **Regent Singapore** on November 2nd.

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## Recent Events continued from p. 1

PTTR handled all event arrangements including site selection, attendee travel management, program development, room reservations, overall meeting and function needs, amenities, food and beverage, off-site activities, dinners and ground transportation.



### Fordham Law

**School's Centennial Gala** at Ellis Island on September 28th celebrated 100 years of excellence for the school. Top sponsors, Centennial Founders, Alumni, and Faculty attended the black-tie event for 1,000, along with some of the most high-profile Judges to graduate from Fordham, including the Honorable Geraldine Ferraro. This unique venue yielded an exciting journey for guests who boarded ferries at Battery Park for a starlit cruise past the illuminated Statue of Liberty to Ellis Island. Greeted by a string quartet on the red carpet, guests entered the reception on the museum's exhibit floor. Following the dinner program, an impressive fireworks display ushered guests back onto the ferries.



PTTR partnered with media agency PHD to create a customized interactive "Immersion Day" for executives at **The Travel Channel** to help them brainstorm ways to leverage & expand the Travel



Channel brand across new technologies and platforms. PTTR created an "Amazing Race" type adventure, sending teams racing from Chinatown to the Metropolitan Museum of Art, and completing challenges using Podcasts, hand-held GPS devices, interactive text message tours, Bluetooth broadcasting of video clips, and interactive billboards in Times Square. At the finish line, each group shared their lessons learned and pitched new ideas that they developed in the field.

### Foot Locker, Inc.

held its annual On Our Feet Fundraiser on October 17th at Cipriani 42nd Street to raise money for the United Negro College Fund. Foot Locker's top vendors and executives were in attendance along with some celebrities, including **Ray Lewis, Ice T, Joe Frazier, Sasha Cohen, Daryl Strawberry, Tiki Barber, Michael Irvin and Christian Slater**. The crowd was entertained by Beatles cover band Strawberry Fields during the silent auction.



For the Grand Opening of **Crunch Fitness'** newest Union Square location on September 27th, the "No Judgments" gym created a neighborhood-friendly "Freak Show" and invited locals to join. Crunch placed Drag Queens and cultural performers on stages, in dance cages, and throughout Union Square to gain attention for the opening. Current members, potential members and Crunch's top executives attended the wild event. In the spirit of the unusual, peanut butter and jelly sushi, snow cones, and cotton candy were passed inside the gym.



### The Wharton Club of New York

held its Joseph Wharton Awards Dinner—the first since 1991—at a sold-out Rainbow Room on September 28th. Patrick Harker, Dean of the Wharton School, was on hand with other business leaders to present awards to four recipients, including Harold McGraw III, Chairman, CEO & President, the McGraw-Hill Companies (Leadership Award) and Alvin Shoemaker, ret. Chairman of the Board, First Boston (Lifetime Achievement Award).



Italian furniture company **Calligaris** launched its first "Calligaris Shop by Jensen-Lewis," a concept store-within-a-store at the Jensen-Lewis flagship on Septem-

## Recent Events continued from p. 2

ber 14th. 350 local customers and industry professionals attended the opening cocktail reception, which featured the brand-new Calligaris boutique.



An International Investment Company invited its top clients and their families to see the new Broadway musical *Mary Poppins* on October 21st. Before the show, families brunched at the Westin Times Square, where two of the ballrooms were decked out in a fanciful park and rooftop theme. While adults enjoyed the casual atmosphere, kids were entertained by magicians, singing characters, life-sized coloring murals, and the original *Mary Poppins* movie. Families had their photos taken in front of a rooftop background, using green screen technology. Afterwards, guests headed straight to the theater to see the supercalifragilistic show.

**UHY International**, one of the world's leading accounting and business advisory networks with 156 offices in 47 countries, held its 20th Anniversary Gala on October 27th at the New York Botanical Gardens. This celebratory event was the largest public gathering ever of UHY network members from 40 different countries from around the world.

**The National Committee on American Foreign Policy** presented the 2006 George F. Kennan Award for Distinguished Public Service to Ambassador John D. Negroponte, the Director of National Intelligence at its annual gala at the Waldorf Astoria on December 7th, the 65th anniversary of the Pearl Harbor attacks. CNN contributor Garrick Utley was the evening's MC, and the Kennan Award was presented by the Hon. Paul A. Volcker. In attendance were numerous ambassadors, politicians, business executives and academic experts in the field of foreign affairs.



**The Greater New York Auto Dealers Association** held its Annual Convention Gala on June 15th at Cipriani Wall Street for over 500 members. This year's

theme, "The Great American Road Trip," was highlighted by the life-sized all-American diner façade, complete with vintage cars and license plate centerpieces.



To help **Met Life** leverage and activate the occasion of their mascot **Snoopy leading the Thanksgiving Day Parade**, and to promote Met Life's "For the IF in life" campaign, PTTR arranged for street teams to hand out hundreds of Snoopy signs to fans along the parade route. We also partnered with Young and Rubicam to put together a fun-filled holiday experience for Met Life's employees and their families on November 20th at Wollman Rink in Central Park, featuring the infamous Snoopy, skating and dancing on the ice, and taking photos with guests while they dined on comfort food such as chicken noodle soup, s'mores, and candied apples.



**Universal Pictures'** summer hit *IdleWild* starring members of **Outkast**, Andre Benjamin and Antwan Patton, held its opening night and CD release party at Providence on August 23rd. The movie's PR company, Ad\*itive, worked with Paint The Town Red to replicate the prohibition era of the film with a southern menu and staff adorned in authentic 1920's attire.

**Morgan Stanley** was the first to crack the code of Paint The Town Red's new team building experience **The Manhattan Code** on June 16th. Participants were asked to solve a mystery whose key was inside a locked Cryptex. Clues led participants to unusual NYC landmarks, each of which provided the key to the next clue location. Teams then used the clue answers to unscramble the word needed to unlock the Cryptex and decode the mystery.



**Two/Ten Footwear Foundation** held their annual fundraiser "Hoopla" Dinner at the Marriott Marquis on December 5th. The Foundation, which fosters a spirit of giving with a focus on action, improvement and change, is committed to the well being of the footwear community. During the dinner program, Tiki Barber from the NY Giants spoke, and Damon Dash received the Crystal Sneaker Award. The event was attended by over 800 members of the footwear industry.

**The Interfaith Alliance**, presented their **Walter Cronkite Faith & Freedom Award to George Clooney** at a sold-out gala at the Essex House on November 1st, which also marked the occasion of Cronkite's 90th Birthday. Founded in 1994, TIA encourages civic participation, facilitates community activism, and challenges religious political extremism.



**The Advertising Women of New York** held their annual Cannes Lions 2006 Awards Show at Providence on October 18th. Executives from the top advertising agencies in the industry attended the event, which celebrated and screened the International Advertising Lions Awards' winning advertisements.

## PTTR News

### Painting the Globe Red

In case you missed it, Paint The Town Red has gone global! With many recent opportunities to do events in Washington DC, Florida, China, India, Los Angeles, Las Vegas and Paris, PTTR has been building a network of contacts and resources around the world. From site selection to local execution, we can bring the same creativity and attention to detail to wherever your events take your firm. Just because your event changes cities, doesn't mean that you need to start from scratch with a new event firm.



## Venue News

Looking for a big, dramatic, non-hotel venue in midtown? Get in line; there are so few you can count the good ones on one hand. But a new one is on the horizon! A column-free, stunning, 1923 architectural landmark with a high domed ceiling is being converted to an event space for a spring opening. Capacity will be 850 for dinner; 1,500 for cocktails. Call us for details.



The Brooklyn Navy Yard is the new home to **Stage 6**, the latest Abigail Kirsch partnership with Steiner Studios, the largest movie studio on the east coast. The space includes a flexible ballroom space that accommodates 50-500 and can be broken down into smaller spaces. The glass-enclosed terrace with a stunning view of Manhattan is the highlight of the venue.



**The Intrepid Sea Air and Space Museum**, located aboard the USS Intrepid has left New York City for renovations and will return Fall 2008. The ship has been parked at Pier 86 for over 25 years, and has offered 7 unique venues for Corporate or other private events in addition to daily tours of the ship. Renovations include a new paint job, and restoration of many areas never before open to the public, which will contribute to the experience for future museum visitors.



Nestled underneath 12,000 square feet of the Queensboro Bridge overpass, **Guastavino's**, recently transitioned from restaurant to a private event space under the management of the Rose Group. The unique venue, which makes dramatic use of the vaulted ceil-

ings, granite walls, and outdoor garden (tent available for year-round dining), provides a myriad of layout options for groups up to 1,500.



**230 Fifth** quickly became one of this summer's hot spots soon after opening in May. The 22,000-square-foot rooftop lounge and restaurant offers a Deco décor with a Malaysian



menu. An indoor penthouse lounge holds over 200 guests while several rooftop areas accommodate over 400 with amazing views of the city, including a close-up view of the Empire State Building.

**Drive 495**, a luxury gym and virtual golf training facility, opened in SoHo last May. The space has a 10,000-square-foot gym and a 5,000-square-foot computerized golf studio with three simulators, professional golfers to assist with training, and a lounge. The cutting-edge, competitive atmosphere makes this venue an interesting choice for Corporate Events.



Recently dubbed one of the "World's Sexiest Restaurants," by [sexiesthotels.com](http://sexiesthotels.com), **Fizz** creates a vibe like no other club in town. The sophisticated combination of romance and luxury



permeate the décor, from the deep color scheme to the golden Gustav Klimt-inspired murals on the walls. The club space, which can hold up to 400 people, divides into two separate rooms and has many hidden conversation nooks. The restaurant, located on the main floor, holds up to 70 for an intimate dinner.

## Industry Tip

### First Impressions Matter: Avoiding Check-In Bottlenecks

The on-site guest check-in process is usually an afterthought for most planners. Plenty of attention is paid on the experience once people enter the room, but the truth is that the check-in desk is the first impression you make on your attendees, and first impressions count. What good is a great program if some of your VIPs get miffed that their names are not on the list or if they have to wait in line too long? Now your guests are annoyed when they enter the room, and instead of having a positive experience associated with your organization, they're thinking about how it was amateur-hour at the front desk. This is simple to fix, if you know what you're doing, so here are some tips.

1) Have a dedicated event manager solely focused on the check-in area, rather than it be second priority to someone running around over-seeing sound-checks.

2) Instruct your check-in staff to only handle the basics; if anyone is not on the list, does not have an invitation/credential, etc., they should be politely guided to a trouble-shooter. This keeps the line moving so that a guest list problem doesn't back things up.

3) The Trouble-Shooter is a higher-level person with some familiarity with the list, and either has the ability to make decisions on who to admit, or is on headset communication with someone who can.

4) Have dedicated Expeditors whose job it is to keep people moving, guiding guests along, and telling them how to check-in (by last name, company name, etc.)

5) Never put instructional check-in signs (e.g. "A-G"; "Media", etc.) on the table. As soon as one person is standing in front of it, your signage is hidden and nobody can see where to go. Either mount the signs on the wall behind the tables, or have them inserted atop stanchions placed at the outer end of the lines.

6) Avoid placing check-in tables near coat-check, as lines can get confused.

7) If your guests are arriving at once (e.g. by bus, or right after a screening), you'll need additional staff to accommodate the rush.

8) And if things back up badly, have waiters bring out trays of drinks or hors d'oeuvres to those waiting.

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In general, people are willing to wait in line longer if they perceive it to be orderly and moving steadily, even if slowly. The Expeditors' other job is to convey to people that you've got a plan in place and someone's in charge. You won't get many compliments about a smooth check-in, but you sure will hear about it if it's poorly run, so invest the extra time to make the right first impression.

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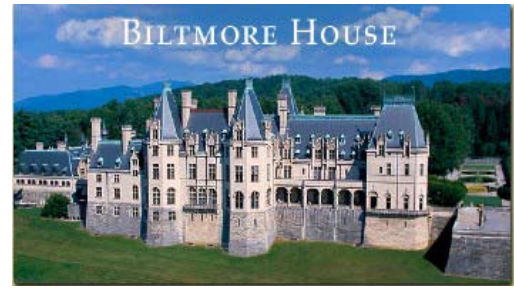
## In The News

- Paint the Town Red's President, Howard Givner, was featured in a Special Events Magazine article in June giving tips on how to prepare an entry for the GALA Awards judging.
- PTTR was once again honored in Special Events Magazine's 2006 list of the 50 top event planning companies in the country.
- PTTR Vice President Dana Filenbaum was quoted in Crain's November article about the recent rise in Corporate spending on employee holiday parties.
- PTTR President, Howard Givner was also quoted in a December Crain's article about how federal regulation has affected Wall St. firms' spending on client parties and gifts.
- PTTR's innovative team building program for the Travel Channel was featured in BizBash's "Discoveries" section in December.
- On March 13th at the Agenda Xpo Conference & Trade Show PTTR President Howard Givner will be moderating a panel discussion titled "Business Development for the Independent Planner" featuring 5 other owners/ managers of leading event companies.

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## Destination Spotlight

If you're looking for a new location to host your Corporate off-site this Fall, try America's largest home away from home, **The Biltmore Estate**. Nestled in the calming Great Smokey Mountains of Asheville, North Carolina the estate was built by George Van-



derbilt in the 1890s. The Estate has many customizable experiences such as seminars in the on-site winery, candle-lit tours of the house and grounds, and fly-fishing expeditions. The estate offers multiple venues for meetings and meals in its beautifully restored historic buildings and magnificent outdoor settings.

For more information on package deals or other events outside of New York, call Howard Givner at 212-677-3173 x223 or email him at HGivner@PaintTheTownRed.net.

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## Meet a Staff Member

### Lori Jean Hart, Senior Account Executive

Senior Account Executive Lori Jean Hart came to us from HP Events, where her partner was former New York Jet Greg Buttle. Their focus was on sports related events, producing anything from golf tournaments to black tie boxing matches. Prior to that, Lori was the Director of Special Events at Decade NY, a former NYC nightclub, where she



planned events for clients such as Bloomingdales, Playboy and ABC Networks. After getting her BA in theatre at Penn State, Lori hosted the television show "Wedding Spectacular," which sparked her interest in events. The show, sponsored by Modern Bride, highlighted the top venues/vendors and wedding trends throughout the Metropolitan area. Earlier this year, Lori starred as in the off-Broadway Play "The Five Boroughs." She is currently recording her first album (Shoveling Sunshine), and loves being "Aunt Lori" to Raquel, Jack, and Bret.