

eventprofile

The show must go on!

The HOW factor, the WOW factor and the NOW factor - Dale Burridge and David Malek explain SMA Entertainment's philosophy, commitment and competitive edge

The HOW factor

We create specific entertainment concepts that fit a wide range of events, audience demographics, budgets and themes. Using only the best talent pool of singers, musicians and dancers we spend thousands of dollars, countless hours and attention to detail, to ensure that we continue to develop feature entertainment concepts that are specifically designed for corporate audiences.

With our vast experience in nearly all areas of performance and having both trodden the boards of theatres worldwide as leading men in countless shows and concerts, we combine our knowledge base and skills with those of our talented SMA stable of artists to create our world renowned shows with a proven track record. All of this is done in conjunction with a tightly run SMA ship manned by a small but extremely efficient crew that all work together to ensure all areas of our company are buoyant and sustained by strong cash flow.

Our client relationships are the backbone of our business, and we continue to develop these relationships as clients return to SMA time and time again. It is also our dedication, attention to detail, creative thinking, and delivering within our clients' budgets that keeps us on top through the financial downturn and beyond, whilst many of our competitors have floundered.

The WOW factor

Entertainment is a key factor to the success of any given event. We know that a great feature performance can encourage an audience to interact with each other, break the ice and relax them thus creating a much better environment for them to network, feel comfortable and special.

No matter what the size of your event or budget we are always up for the challenge to deliver on world class, high impact feature entertainment that is specifically tailored



and created for the corporate arena. The quality of our talented artists, their skill base combined with our carefully crafted, choreographed and scripted shows ensure that we deliver on the WOW factor 100 per cent of the time.

We're always thinking about the next creative idea, what our clients want and how we can adapt those ideas to a corporate environment. We keep a close eye on the pulse of what's happening in the public entertainment arenas and reflect those trends in shows that we have developed and that are currently in the embryonic stages. We are constantly in a state of growth and evolution even with our existing product. Our next new show is being launched early in 2011!



The NOW factor

It's crucial for us to see what is happening now in the event industry, how it's changing, growing and in what direction. We have also had to consider how the GFC has affected clients' confidence levels and everyone's bottom line. Now more than ever we adapt our product, budgets and ideas to accommodate our clients' vision to deliver on the How and Wow so if you want some great entertainment provided by people that really do care contact us now. ■

Dale Burridge, Managing Director and David Malek, Artistic Director, of SMA Entertainment by Design, are the creators of the internationally renowned shows, The Rat Pack's Back, String Diva, Opera by Disguise and OOH James. Visit www.sma-ebd.com.

SMA
Entertainment by Design