



**CASE STUDY:** CitiFinancial Chairman's Forum

**Location:** JW Marriot Desert Ridge – Phoenix, AZ

**Number of Guests:** 1,200

**Overview:**

Phoenix, AZ CitiFinancial Chairman's Forum, The Design Group was commissioned to design, transport, and install a four-day, back-to-back program in Phoenix, AZ. The Design Team coordinated all elements of the production including everything from florals, custom designed buffets and sets, hand-sewn linens and entertainment. Physical elements or the materials comprising them were flown or trucked in from Miami, Florida to Phoenix, Arizona on TDG's fleet of trucks, providing a cost saving factor for the client. Logistically, specific elements were either created at TDG's headquarters in Miami or on site in a portable floral design studio and carpentry shop. The TDG production team arrived on-site two days prior to setup to ensure a smooth installation. The bar was set extremely high to deliver three super themed event productions.

**Objectives:**

- **Welcome Day** - Create a poolside welcome reception event playing off the hotel's Natural Elements Theme incorporating Earth, Fire, Wind & Water:
  - Tables were draped in Fire Orange, Bronze, and Honey Gold floor length linens with centerpieces comprised of living cactus gardens.
  - Guests were served from custom built Element Theme Bars decorated with giant flowering cacti
  - A DJ played top 40 hits throughout the evening.



- **First Theme Event** - Create a Country Western Themed Evening Event:
  - The Ballroom Foyer, was transformed into a "Cattle Wrangling" arena.
  - Fully costumed attendants lent an air of authenticity to the event.
  - A centrally located bar was hand painted with old town cowboy scenes and surrounded by giant cacti towering 12 feet into the air
  - Dining tables were draped in "Picnic Plaid" linens and accentuated by buckets, barrels, and ceramic spittoons filled with roses, hydrangea, sunflowers and a myriad of fresh cut flowers



- Perimeter décor consisted of hand painted facades of old barns, banks, storefronts, a Tee Pee village with a campfire and various other Country Western scene setters.
- The TDG carpentry team hand-built, constructed and painted Covered Wagons that served as buffets for food service finishing touches on site....
- Wagon Wheel Chandeliers hung above the dance floor with hanging lanterns to illuminate the space.
- Entertainment for the evening was flown in from Las Vegas and included a full scale "Bar Brawl", "Saloon Girls", a Gun Slinger Shoot-out, Country Western Line Dancers and Lasso Demonstrations.

- **Final Night Gala Theme Event** – Design and create a Fire and Ice Gala:

- Ice sculpture bars transported in from Las Vegas were imbedded with the Citifinancial logo.
- The entire space was lit with electric blue lighting and sleek white leather furniture.
- Tables were draped with alternating linens in Black Shimmer Galaxy and Copper Shimmer Galaxy.
- Centerpieces were individual lighted Ice Sculptures with the Citifinancial Logo visible from both sides. "Flames" of exotic orchids, tulips, and other vibrant flowers were artistically placed to look as if fire was surrounding each sculpture
- The band "Big Bad Voodoo Daddy" was flown in from Las Vegas for the evening; Additional entertainment included a DJ and a series of costumed dancers.



**Results:**

- TDG's creation of the themed three-day program for the Citi Financial Chairman's Forum was a huge success and created a fun and memorable experience for Citi employees and their families.
- As a result of their positive and satisfying experience with The Design Group, the Citi Financial Chairman's Forum commissioned TDG four consecutive years from 2006-2010.

