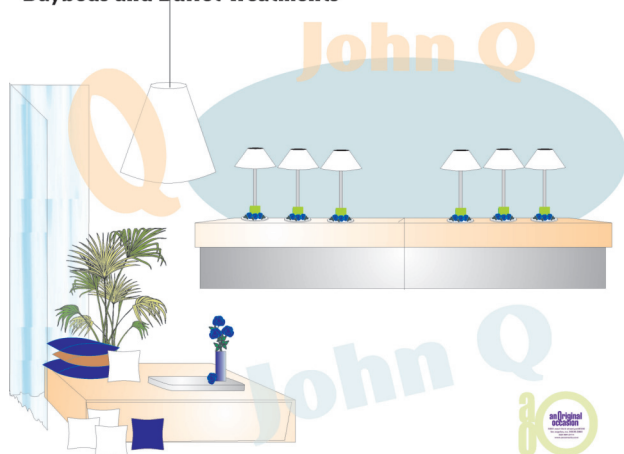# CorelDRAW® Graphics Suite X3 Helps Bring Hollywood Events to Life

"Since we started using CorelDRAW, we've noticed a marked increase in the number of our proposals that are being accepted."

David Merrell

Name:
David Merrell

Occupation/Profession:
Event Planner

Company:
An Original Occasion

Location:
Los Angeles, California

Industry:
Event Planning

Product:
CorelDRAW® Graphics Suite X3

An Original Occasion is a Los Angeles-based special events production company renowned for its fabulous themed events that have hosted American presidents and Hollywood's elite. Whether they are working on movie premieres, social functions, or corporate events, the creative team at the company relies on CorelDRAW® Graphics Suite X3 to win business and deliver their award-winning projects.

David Merrell, president and founder, has used CorelDRAW Graphics Suite exclusively since he was introduced to the powerful design package seven years ago by his Creative Director Cindy Wiedenheft, and swears it is a key component of his success. "Since we started using CorelDRAW, we've noticed a marked increase inthe number of our proposals that are being accepted. With this software, we are able to provide proposals filled with detailed graphics that fully illustrate the vision we have for the event. CorelDRAW Graphics Suite allows us to bring a room to life on paper—which absolutely convinces our clients that we can master their event."

Great Graphics Create a Competitive Advantage

A staple in the Hollywood events scene, An Original Occasion uses graphics to communicate the company's vision to clients. Event planning, David explains, is a very conceptual and competitive business. "It's really hard to convey just what you intend for an event with words. You can use all the adjectives in the dictionary, but a client can still imagine something completely different than what you intended. Visuals are key to success. By using CorelDRAW Graphics Suite X3 to provide a complete layout, we can easily convey our intentions and iron out the details within minutes. When presenting a proposal that provides a realistic picture of the room complete with props, decor and lighting effects, it takes a massive burden off the client. They know we're really interested – and most importantly highly capable."

Directors Guild - John Q Premier

JOHNQ.

To ensure that the customer has a clear idea of the team's vision during the planning and proposal process, An Original Occasion often uses both applications in the suite, CorelDRAW and Corel PHOTO-PAINT®, together to create realistic illustrations for a client's consideration. Starting with a photo of the room or venue, the designer uses Corel PHOTO-PAINT to optimize the photo, improving details like its color, brightness and size. The improved image is then imported into CorelDRAW where vector graphics of the planned elements like chairs, tables, and props are added. The end result? An Original Occasion is able to provide the customer with an accurate image of the final look and feel of the event, ensuring that everyone can visualize the proposed end result right from the start.

"An event plan is an intangible product. Using CorelDRAW in the proposal process has tripled our closing percentage!"
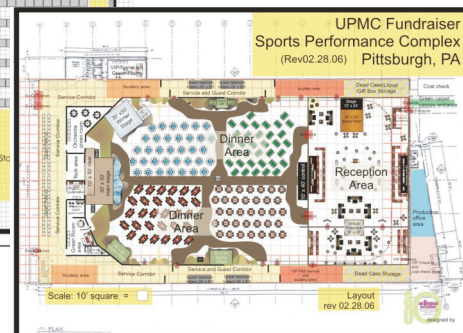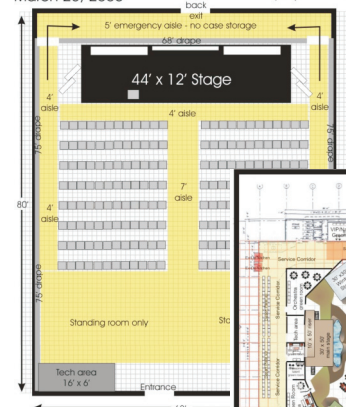
David says that the realistic portrayal of space continues to differentiate his company from the competition. When competing in this multi-million dollar business, clients want to be impressed. "An event plan is an intangible product. Using CorelDRAW in the proposal process has tripled our closing percentage! Some event planners use industry-specific event planning software or CAD products for layout and design. However, these tools don't give the same level of detail. We are really able to personalize our plans using CorelDRAW, down to the very last detail. I'd recommend CorelDRAW Graphics Suite to anyone with an interest in realistic design!"

From Proposal to Event of the Year

In addition to creating powerful proposals, the team at An Original Occasion can create graphics to be used throughout planning and coordination. "We are completely dependent on CorelDRAW to execute an event. Whether rendering props and decor or creating a schematic with the layout of the event on a grid to scale, we use the software

at every step along the way. It makes project execution wildly simple."

Allergan/Inamed Launch Event
March 23, 2006
Layout (rev.03.014.06)
44' x 12' Stage

UPMC Fundraiser
Sports Performance Complex
(Rev02.28.06) Pittsburgh, PA

CorelDRAW Graphics Suite X3 also helps An Original Occasion be flexible when working on projects that may be planned in rural areas or in a location far from LA—saving the company significant time and money. The company's graphically rich plans are so detailed and complete that the event planner can confidently hand off the "on location" work to local staff to execute. "With our very detailed schematics, everything is outlined for the local staff, with no need for the planner to ever visit the site, saving me many travel hours. This increases my capacity to build and manage the business."

CorelDRAW Graphics Suite – An Easy Choice

"When I teamed up with Cindy seven years ago," David says, "she told me we simply must use CorelDRAW for event preparation. Now, we wouldn't turn back. CorelDRAW is an essential part of our business."

CorelDRAW Graphics Suite X3 has become such an integral part of An Original Occasion that each new recruit must learn the program to join the company. "In order to transform a room in keeping with a client's theme, our employees must use CorelDRAW to show every little detail and present a plan that will make a lasting impression." He says that CorelDRAW Graphics Suite X3 has the added benefit of being easy to use, so new

staff are able to get up to speed quickly.

By offering ease of use and powerful graphics capabilities, CorelDRAW Graphics Suite X3 has helped An Original Occasion grow its business by delivering some of the most well-respected events in the industry. Whether they are creating proposals or executing on a client's vision down to every last detail, David says, "in so many ways, CorelDRAW Graphics Suite X3 aids in the success of our business immensely."

www.corel.com

For more information visit:
www.corel.com/coreldraw

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