



## DMC SERVICES - CASE STUDY

# OFFSITE CLIENT EVENT AT THE MUSEUM OF POP CULTURE

**EVENT DATE:**

November 3, 2025

**EVENT STRATEGIST:**

Mandy Ehrensperger

**LOCATION:**

Museum of Pop Culture (MoPOP), Seattle

**EVENT TYPE:**

Offsite Client Event during a National Insurance Conference



Set inside **MoPOP's iconic Sky Church**, this offsite event transformed a large-scale cultural venue into a high-energy evening experience that **blended pop culture, technology, and brand storytelling**. The visual narrative captures a show-ready venue, dynamic guest arrivals, and a fully activated space designed to encourage interaction, movement, and connection.



### **EVENT SETUP & ATMOSPHERE**

The evening was designed as an indoor dinner reception with a bold pop culture and pop art theme. Flexible lounge seating, cocktail tables, and layered lighting created a fluid layout that encouraged networking while still supporting a premium guest experience.





## NOTABLE VISUAL HIGHLIGHTS

Custom media content filled the Sky Church's massive LED screen, telling the client's brand story through fun, **high-impact visuals**

**Roller dancers styled in pop art fashion** added movement, energy, and surprise throughout the reception

An **AI-powered photo booth** allowed guests to transform into rock stars or pop art-inspired portraits

Branded **acrylic bar signage** subtly reinforced the client's identity throughout the space

Note: While guests were able to explore the museum exhibits during the event, photography within exhibit spaces was not permitted.

## KEY MOMENTS CAPTURED

- Pre-event, fully staged production and décor
- Guest arrival and first impressions
- Client welcome address against the Sky Church screen backdrop



## CLIENT GOALS & OBJECTIVES

The client sought to host a **memorable offsite experience during a competitive conference week**—one that would **drive engagement, spark interaction, and stand out** from other hosted events.

Key objectives included **meaningful networking**, an **elevated dinner experience**, and an environment that felt fun, modern, and **distinctly different** from traditional conference programming.





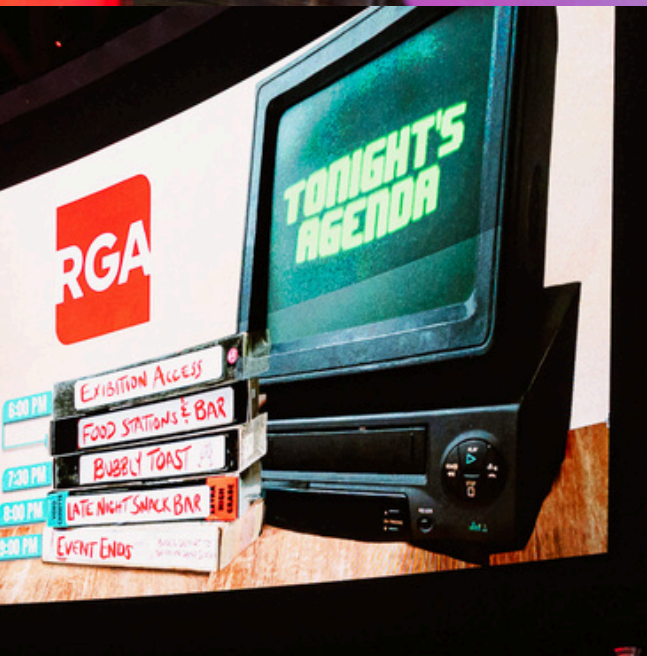
## SERVICES PROVIDED BY EVENT EXPERIENCE

Event Experience served as the client's **full-service planning and destination** partner, managing every aspect of the offsite event from initial concept through onsite execution. Our team led overall event planning and logistics, coordinating vendors, timelines, and budgets to ensure a **seamless experience** during a busy conference week.

From a creative standpoint, we developed an event design approach that **embraced MoPOP's bold architecture** while layering in:

- pop culture-inspired décor
- branded elements
- intentional lighting to transform the Sky Church into a high-energy reception environment.

**Custom media content** was designed specifically for the venue's massive screen, allowing the client's **brand story** to come to life in a playful, visually impactful way





**Entertainment and guest experiences were curated to add movement, surprise, and interaction throughout the evening.**

Live roller dancers activated the space, while an AI-powered photo experience gave guests a personalized takeaway that reinforced the event's creative theme.





As the destination management partner, our team oversaw all offsite logistics, including transportation and guest flow.

We designed a multi-modal transportation plan utilizing both charter buses and Seattle's monorail, supported by advance guest communications and a custom branded instructional video to ensure a smooth arrival experience. Onsite staff were positioned throughout the guest journey to manage transitions, timing, and overall flow.



Throughout the project, Event Experience acted as a strategic extension of the client's team—**aligning creative vision** with **operational execution** to deliver an offsite event that felt effortless for guests and impactful for the brand.



## Planning & Management

- Full-service event planning
  - Onsite management and staffing
  - Budget development and vendor coordination
  - Timeline and logistics management
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## Design & Décor

- Event design concept and visual direction
  - Custom décor and branded elements
  - Thematic styling and environmental branding
  - Lighting design
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## Entertainment & Experiences

- Talent booking and live entertainment
  - Interactive guest experiences
  - Themed photo activation
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## Audiovisual & Production

- Lighting and sound design
  - Large-format video and projection
  - Custom media creation
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## Destination & Offsite Management (DMC Services)

- Conference offsite planning and execution
  - Group transportation and transfers
  - Shuttle coordination and guest flow management
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## Additional Services

- Venue sourcing
- Branding and signage
- Vendor coordination



## CHALLENGES & STRATEGIC APPROACH

The event marked a shift from the client's traditional seated, plated dinner format to a reception-style experience better suited to the venue and guest flow. Event Experience guided the client through the benefits of a reception format at MoPOP, aligning the **layout, catering, and entertainment** to support movement, networking, and engagement throughout the evening.

Transportation logistics were another key consideration, given the offsite location and large guest count. Our team developed a **multi-modal transportation plan** utilizing both charter buses and Seattle's monorail system. To ensure a seamless guest journey, we produced a custom branded instructional video shared in advance, supported by onsite staff on event day. Custom media, branded bar signage, and cohesive visual storytelling helped elevate the experience while maintaining **clarity and ease** for guests navigating the venue.



# RESULTS & OUTCOMES



## ATTENDANCE & REACH

Event attendance increased year-over-year from 103 to 116 guests

The event generated buzz beyond attendees, with a conference session speaker referencing the offsite during a keynote the following day—reaching guests who had not attended



## OVERALL IMPACT

The event successfully stood out among competing conference activations, delivering a high-energy, visually compelling experience that balanced logistics, creativity, and guest engagement.



## STANDOUT “WOW” MOMENTS

High-impact live entertainment that activated the space and energized guests

Lounge furniture and spatial design that transformed a large venue into an intimate, social environment



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