

Holistic Guide to AV Production

How to make your events sizzle from center stage to the show floor.



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➤ AV Production

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Take In-person Events to the Next Level

The receipts are in: In-person gatherings are here to stay, as audiences are looking to make connections face to face, especially in today's digital world that can leave people feeling isolated. But the live event scene needs constant reinvigoration, and incorporating AV production technology plays a key role.

Holistic, high-quality AV tech shapes event narratives and adds polish to make every detail feel cohesive and compelling. From

evoking emotions to immersing audiences in otherworldly environments, AV is an impact multiplier for brand storytelling and creates moments that busy attendees will actually remember. Remembrance = Re-attendance.

In an age where every attendee has their phone in hand, every detail will be documented, so give them a spectacular experience that's worthy of posting.



This guide will share the **exciting possibilities** that AV choices can unlock and get you **thinking strategically** about this overlooked aspect of event production.

Understand Your Why

When planning your event, identify its key components to help decipher the kind of AV production you'll need.

What's your ultimate goal for this event?

1. Cut through the noise and leave lasting impressions on audiences.
2. Generate leads and target personas that you want to engage.
3. Convey a look and feel that's uniquely yours; reinforce your brand's message at every touch point.
4. Set a high bar for professionalism and perfect execution.

Pro Tip: Link your AV budget to AV success metrics, like social media buzz, satisfaction scores, and interaction rates.

Why does your audience show up? Think XLNC:

eXperience: To have fun and encounter something new

Learning: To gain knowledge and insights

Networking: To connect with peers and industry leaders

Commerce: To discover products and solutions

How are you meeting different audience expectations?

For instance, emerging audiences want to be wowed — but not just for the sake of a spectacle. They want purposeful, meaningful experiences that align with their values.

Pro Tip: Collect attendees' burning questions and key goals with registration to make sure you meet the moment when it matters most.



Get Your Audiences Engaged— No Matter Where They Are

Envision a keynote that isn't just a PowerPoint presentation, but an all-encompassing moment that will engross your attendees.

4 ways that AV production can create the most memorable moments

1. Work with your production team to create engaging spaces.

Get experimental with alternative stage setups and unique seating arrangements to offer exciting perspectives.

2. Engage off-site audiences with unique insight into the experience.

Provide dynamic perspectives and bring viewers closer to presenters, like capturing real-time crowd reactions or special views that help remote audiences connect with the content.

3. Encourage participation across all audiences.

Consider a coffee lounge where attendees can watch sessions or work in breakouts simultaneously. Provide an online chat for Q&As, answering remote audience questions first to make them feel included.

4. Transform the transitions.

Use videos, animated logos, or slides for transitions. Consider breaking larger keynotes into smaller sessions to allow attendees to absorb the material, stretch their legs, and discuss takeaways with peers.



Engage AI for content engagement

Enable attendees to engage with the content and retain what they've learned.

AI chatbots: Streamline communication, provide directions, and answer questions among attendees, speakers, and event staff — in-app or on LED screens.

Key takeaways: Deliver key takeaways, personalized highlights, session bookmarks, and real-time updates through AI-powered notes.

Accessibility: Offer inclusive features like captions and clear visual cues, and create ambient energy throughout your venue so every attendee can fully engage.



Design to Deliver Content That Captivates

Engagement is the name of the game at events, powered by dynamic content and set design that keeps vibes high.

Staging an experience

What will captivate your audience — a Las Vegas Sphere — style wraparound screen or an experiential walk-through portal?

As you plan the set design, digital twins, which replicate the physical environment, can help envision everything from screen placement to the perfect style of chair.



Tips to get the set design and staging pitch-perfect:

Consider the vibe: Purposeful lighting provides ambient hues that can be calming or energetic. Thoughtful light effects can also boost comprehension for attendees by signaling changes in topics or speakers with subtle shifts in color, intensity, or movement.

Smooth and secretive entryways: Creating depth on stage adds interest, especially for speaker entries and exits. You can even hide guests or new products for a magical reveal. Voila!

Surround sound screens: Reinforce brand visuals and messaging with a content “ceiling” that uses multiple screens or wraps around the stage for an immersive experience, creating powerful, memorable effects for the audience.

Add height: If stage rigging isn’t available, consider constructing towers from the ground up to add vertical dimension and create opportunities to showcase products or branding from new angles.



Rigging to elevate your production

Optimize your stage, from design to execution, with safety first in mind.

Stage rigging is a complex system that supports the movement and suspension of equipment on stage — from lighting to speakers. There are impressive capabilities in stage rigging that can make moments in key presentations extra special.

Projection mapping: Transform static surfaces into living canvases. Think immersive experiences, like the Van Gogh exhibitions that have captivated audiences worldwide.

Round environments: Circular staging encourages eye contact and creates intimacy between speakers and audiences, fostering deeper connection and engagement.



Simplify Your Show Run

Smooth operation

Thoughtful AV production helps you stay seamlessly on schedule while elevating the experience. Events have become simplified with large leaps in technology, especially with AI, making planning and managing your AV production easier than ever:

Real-time monitoring. Track audio and video quality and connectivity issues in real time, to address them immediately.

Wireless technology. Use wireless microphones for cordless and crystal-clear audio, supported by 5G-enabled connectivity and intuitive touch screens.

AI-powered AV adjustments. Get rid of background noise with intelligent AI systems that can adapt to differing crowd sizes or room acoustics, making for quick switches between presentations.

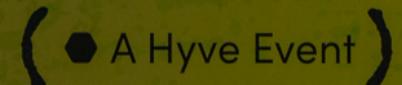
Push notifications. Gather real-time attendee feedback after sessions to understand what's working and what needs adjustment.

Create “Wow” Moments Throughout Your Event

Welcome to
Engagement and memorable experiences
beyond the stage

SHOPTALK

With top-notch AV production, drive interactions, learning, and engagement
beyond sessions onto the show floor.



Cinematic AV for emotional appeals. Cohesive sensory experiences with soundscapes that react to lighting changes to draw attendees into your brand story.

Motion graphics with synced audio. Reinforce messaging with animations and pace to the attendee journey.

LED design for immersive, experiential setups. Stunning visual environments with LEDs can be innovative and energy-efficient.

Digital signage. Share schedules, speaker bios, or partner content through animated visuals or countdowns.

Holographic brand worlds. Holographic displays create futuristic, attention-grabbing experiences that will build show buzz.



Fig. 1 Be event ready by talks on brand identity, loyalty, & customer experience in a shifting world at the Water Stage.

Fig. 2 At The Scentuary, become an alchemist of fragrance, crafting your own signature scent.

Fig. 3 Fuel your wisdom on 'product curation & innovation under pressure' at the Fire Stage.

Fig. 4 Come sip, savor, and study the alchemy of appetite at Elemental Eats.

Fig. 5 Breathe in inspiration about 'data driven & AI-augmented retail intelligence' at the Air Stage.

Fig. 6 Transform yourself at the Blowout and Barker Lounge.

Fig. 7 At Confection Connection, experience the sweet art of alchemy—where desserts transform into pure decadent magic.

Fig. 8 Conjure your perfect elixir at Compound & Co!

Fig. 9 Ground your leadership with insights on 'leading through volatility and change' at the Earth Stage.

Fig. 10 Be transformed by wisdom and inspiration from amazing retail alchemists at The Forge.

The Attendee Journey



Connect with Holistic AV and Event Production

Incorporating holistic AV production helps you connect every part of the attendee journey back to your core goals — whether that's elevating the experience, strengthening learning moments, fostering networking, or driving commerce.

With purposeful lighting, immersive environments, and strategic digital touch points, every priority area gets the spotlight it deserves.

Ready to transform your next event? Let's talk about how Freeman AV Production can bring your vision to life.

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