

Live Event Case Study

!AUDACIOUS 2009

"As always, **Rock-tech excelled themselves** in all areas of the production. **Visually it was stunning**, the **sound was perfect** and during the run up to the conference they were on hand to deliver **cost effective, timely solutions**, under difficult circumstances. The team they have built is one that **works the extra mile**, with a smile on their face. It is a pleasure to work with them."

Mark Steele, !Audacious Executive Assistant



!Audacious 2009

Having discussed the vision for the 2009 !Audacious event with the organisers we soon realised that it was an ambitious one!

Rock-tech has always had an integrative approach to live event production, ensuring that each part is carefully choreographed with the others. This is becoming more and more essential with the drawing together of many technologies, especially in the lighting and video arena. System integration also allows stage structures to be optimised, enabling sound, lighting and video to be flown together whilst ensuring sightlines and precious seating space is preserved.

Technical Focus

The challenge given to Rock-tech was to design and deliver a complete sound, lighting, video and staging system, which would wow the audience whilst keeping to a tight budget. The system was required to operate with limited power, in a low ceilinged venue (6m production space), a minimised footprint to maximise available seating, and there was only a few weeks to pull it all together. In addition to this, the event was to be broadcast live, both on TV and Radio, with one night being recorded for future DVD release.

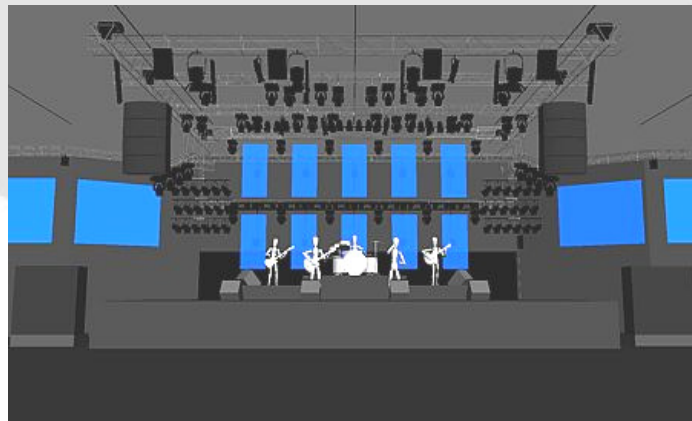
Once the key factors had been agreed with the organisers (budget, stage size, audience numbers etc.) a technical solution was developed.

The first challenge was to maximise roof height, so a unique flying technique was employed gaining almost a metre of height over traditional methods. This vital piece of engineering then allowed us to use Martin LC panels - a key item in creating the required visual impact.

From here a lighting design was drawn up covering all aspects of the event, from straight forward conference and audience white light through to high contrast 'gig' components. This was carefully modelled in CAD, and analysed for use. Additional trusses and moving heads were then added to accommodate the DVD and live broadcast aspects, ensuring a dynamic light show from all camera angles.

To finish the main lighting design the catalyst media server was specified, and bespoke hardware was developed to sync all the LED fixtures and Martin LC panels to display video, whilst also responding to standard DMX control. This was then linked to the Pearl Expert control desk, running on the very latest software release of Titan.

Once the main lighting rig was in place, four IMAG video screens were positioned giving every member of the audience an unobstructed view, from within their normal sight of the stage area. Finally the room was modelled and the main two M8 line-array hangs were positioned, angled and aligned, to give even coverage across the audience seating area, and also underneath the mezzanine. System processing was designed and programmed to deliver optimum volume levels and time-alignment to acoustic sources.



Working CAD Drawings of !Audacious 2009

The Event

As preparation is vital for any event of this scale Rock-tech has a production setup facility based at our York warehouse. All of the components on this production were fully tested before they even arrived at the show.

The system was set up quickly in a day and carefully rigged according to the design. Once it was all in place the end results were fabulous.

The conference itself was stunning, with Russell Evans (PlanetShakers) and Reggie Dabs delivering some fantastic teaching. This led into the two-show, multi-band festival style event on the Saturday. With a quality line-up organised by the Message Trust, the crowd enjoyed every minute. Everything ran smoothly, especially with our production crew performing complete flown set changes in less than 10 minutes. The following photos show some of what was achieved.



Martin LC panels at the Rock-tech pre-event preparation facility



!Audacious Conference and festival style “!Audacious Unleashed”



The !Audacious Band w. Chip K at the opening song of the !Audacious Conference

"Rock-tech, quite literally, Rock! Each year they take the !Audacious production to a new level. 2009 was the best year yet. I can't wait to see what they deliver next year."

Glyn Barrett, !Audacious Senior Pastor

Conclusion

The event organisers were thrilled with the results, and we had many, many positive comments.

Rock-tech provides sound, lighting, video and staging for many shows such as this throughout the year.

If you would like us to put together a proposal to see how your event could receive the Rock-tech treatment please don't hesitate to contact us.

We're looking forward to hearing from you.

The Rock-tech Special Events Team.

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