

Fruitbowl Productions

2021 Christmas Event Concepts



Fruitbowl
PRODUCTIONS
Event Management

Bringing Community Together



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About us

For over 25 years, Fruitbowl Productions has delivered events for the wider community, including large-scale festivals, Christmas carols, pet expos, youth festivals, food and wine events, street parades, activations, cultural events, exhibitions and conferences.

We have demonstrated experience in offering high quality, services from initial planning stages such as feasibility studies, community consultation and event concept development through to programming, creative production, logistics, Covid safe planning, risk management, event safety and measurement.

Our constant driving force is community engagement and our purpose is

"Bringing Community Together".

Our knowledge of community events coupled with the breadth of our experience in all aspects of event delivery differentiates us from other event agencies.

We understand the importance of organisation, critical path, strategic and contingency planning crucial to the success of your event. Our team of event professionals, are experts in creating well managed, seamless events.

Fruitbowl Productions has a reputation for outstanding creativity and delivering first-class productions, that increase visitations and build public profile for destinations through creative activities that encourage community participation. Over the years we have introduced innovative concepts that cater for all ages and abilities. We have created vibrant and interactive events that have a balance of both professional and community performers from the local and wider community.

The effects of COVID-19 has brought many challenges to the event industry. The traditional ways of bringing people together may not be currently possible however Fruitbowl Productions have always had an adaptive approach and by pivoting our model we have managed to sustain our position in the industry.

We look forward to helping you engage and connect with your community during these difficult times.

Tammy Crupi

Director

Fruitbowl Productions



Connect with your community

As restrictions ease, it is more important than ever for our communities to reconnect.

Community events provide opportunities for engagement, connection & socialisation and help with building collective wellbeing. After months of lockdown & isolation, communities are yearning for these special occasions so they can reclaim enjoyment in their lives.

If we are unable to deliver our events using conventional methods, we can certainly achieve these objectives using a range of alternatives whilst still providing opportunities for the community to participate and engage.

Fruitbowl Productions propose the following concepts as an alternative to your traditional Christmas and Holiday Season events. The events can be adapted to fit COVID-19 Government restrictions at the time of delivery.

Carols In Your
Backyard

Santa's Here!

Pop-Up Christmas
Celebrations

Neon
Sculptures

Light Projections
& Installations

Event
Management
Services

Carols In Your Backyard

Christmas carols are a much-loved part of the festive season. Families and friends coming together on a picnic blanket enjoying drinks and nibbles, sausage sizzles, glow sticks and the community sing-a-long.

Whilst not experienced in the traditional way, Carols in Your Backyard can still be a totally engaging, fun and memorable event incorporating all the elements that the community love.

The event can be high quality and interactive with engagement and participation from local businesses, schools, community groups and residents both in the lead-up and on the night.

Carols in Your Backyard can be a live-streamed or pre-recorded event accessible via council's website and other social media platforms. Filming can take place at a venue of your choice or at our studio located in Collingwood.

This festive event can be customised so that it is a true reflection of your community.

The entertainment program can feature a band, headline artist, local soloists, Santa arrival, kid's entertainment, community, and local business segments, plus competitions and engagement opportunities for residents.

A live-streamed event could have live crosses to businesses, residents, and community groups.



Santa's Here!

Virtual Christmas photos, Santa sessions and Santa arrivals, kids will love the opportunity to say hello to Santa.

This is a simple and timeless idea where kids get to meet Santa.

It is also a great opportunity for your council to engage the community through a competition i.e., drawing, letterbox decoration or photo competition.

Families enter the competition for a chance to win a visit from Santa at their home. Santa could arrive in a vehicle such as a Fire Truck, SES Truck or sponsored sports car.

The competition can be promoted through local businesses to go into the draw. 1 winner is chosen from each ward.

Santa arrives at the designated winners house in vehicle (bells and sirens), selfie photo opportunities and chance to chat with Santa standing outside the vehicle.

Once all children have met Santa, the visit concludes and onto the next winners house.



Online Santa

Children can experience an interactive virtual visit from Santa Sessions range from 10-20 minutes and involve a chat with Santa and story book reading and/or sing-a-long.

These sessions can be customised to suit your requirements including open sessions via your social media platform or website.

Visit - www.santaschristmassurprise.com.au





Pop-Up Christmas Celebrations

As restrictions ease, smaller controlled events are perfect to get the community together and celebrate the festive season.

Pop-Up Christmas events can be "Activation" style events held at designated locations across the municipality.

The events could run at locations such as town squares, park areas, and shopping precincts in a variety of formats -



In the late afternoon / early evening on a weekday

An event series held in one location over a number of weeks

A Saturday Morning

Multiple events happening on the same day at different locations



Pop-Up Christmas Celebrations cont.

Depending on the Government restrictions at the time, events can be scaled up or down, or easily rescheduled if required.

Potential Inclusions

- Neon Sculptures
- Busker style music entertainment (can be sourced locally)
- Christmas themed, multi skilled, roving entertainment
- Giveaways from traders or sponsors ie. gelato cones / slushies (if not competing with local traders)
- Visit from Santa (opportunity for photos near Santa or perhaps a Santa backdrop) and or photobooth with Christmas background.
- Christmas Installation i.e., Christmas Tree, Reindeers, Santa Letterbox
- Christmas craft i.e., decoration making, reindeer food
- Artisan market stalls i.e., featuring gifts from local makers and producers.

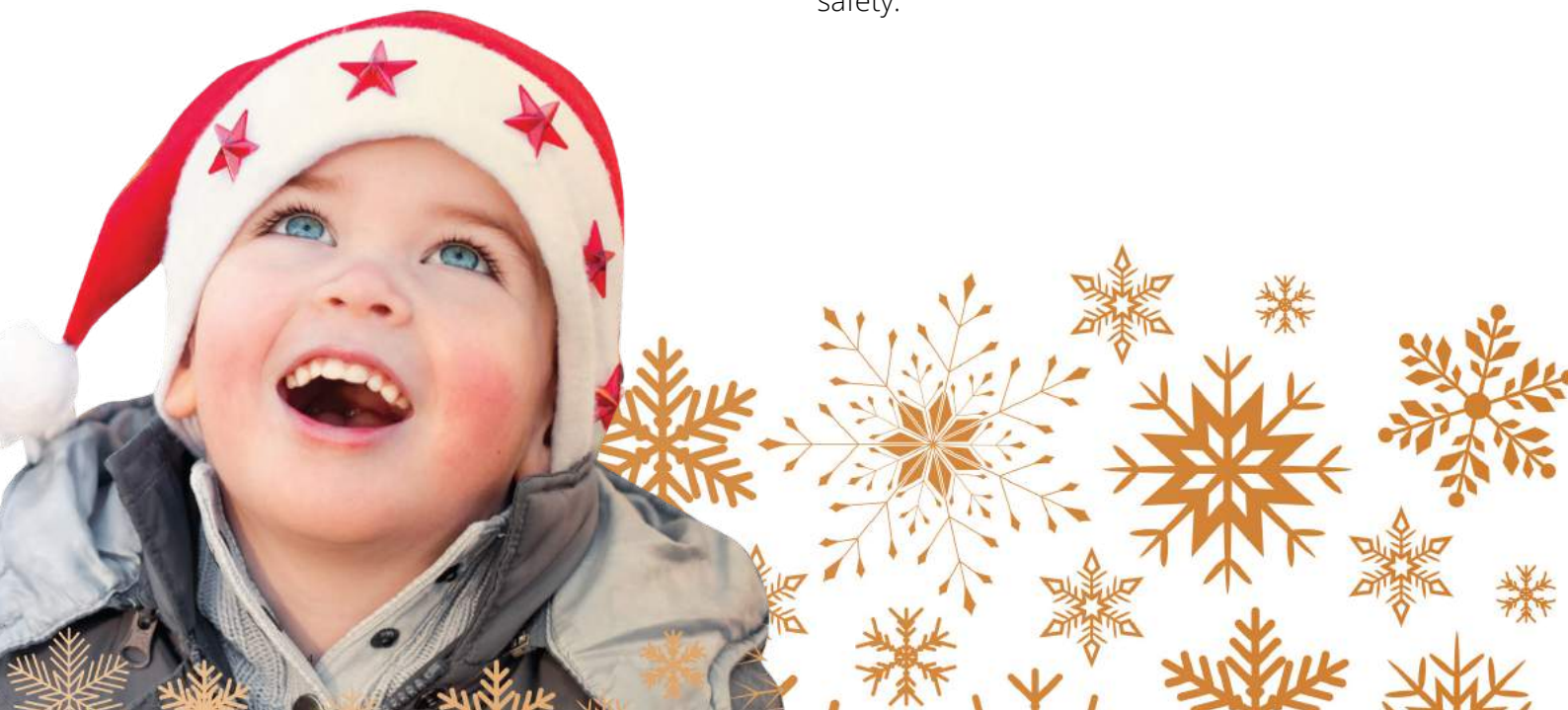


Community groups can be invited to run fundraising stalls or host activities and workshops.

Workshop options include Christmas decorations and cards, letters to Santa and reindeer ears.

Workshops can be pre-booked in session times with fenced-off areas to ensure that numbers are controlled and comply with restrictions at the time.

Fruitbowl Productions can provide complete event management including programming, logistics, CovidSafe planning, risk management, and event safety.



Lighting Projections & Installations

Working closely with our technical production team and creative partners, we can create custom Christmas themed lighting installations, building projections and sculpture installations to suit your requirements.

Other elements such as roving entertainment and music can be designed around these installations and can be adapted to the level of restrictions at the time.



Neon Sculptures

Festive Neon Sculptures can be sourced from Carla O'Brien's current collection or custom made.

They can be added to any event or used as a stand-alone activation in locations such as parks, shopping precincts or spread throughout shopping complexes.

These are a perfect interactive addition to your social media campaigns.

Neons could be fenced off with picket fencing so people walk past at a slow pace to view them - similarly to how you would view the traditional Christmas Windows.

Neons can be set on a timer to turn on/off and are 12volt low wattage so are not costly to run.





Event Management Services

Virtual Event Production

We can help you deliver a spectacular online event. Virtual events may be less risky and time-intensive however that doesn't mean that they are easy and don't take time to plan.

Effective marketing, attendee engagement, creation of memorable moments and the measurement of success is crucial to the successful delivery of virtual events just as they are with in-person events.

Fruitbowl Productions can help you create an impact with your virtual event that engages your community and provides a platform for social connection.



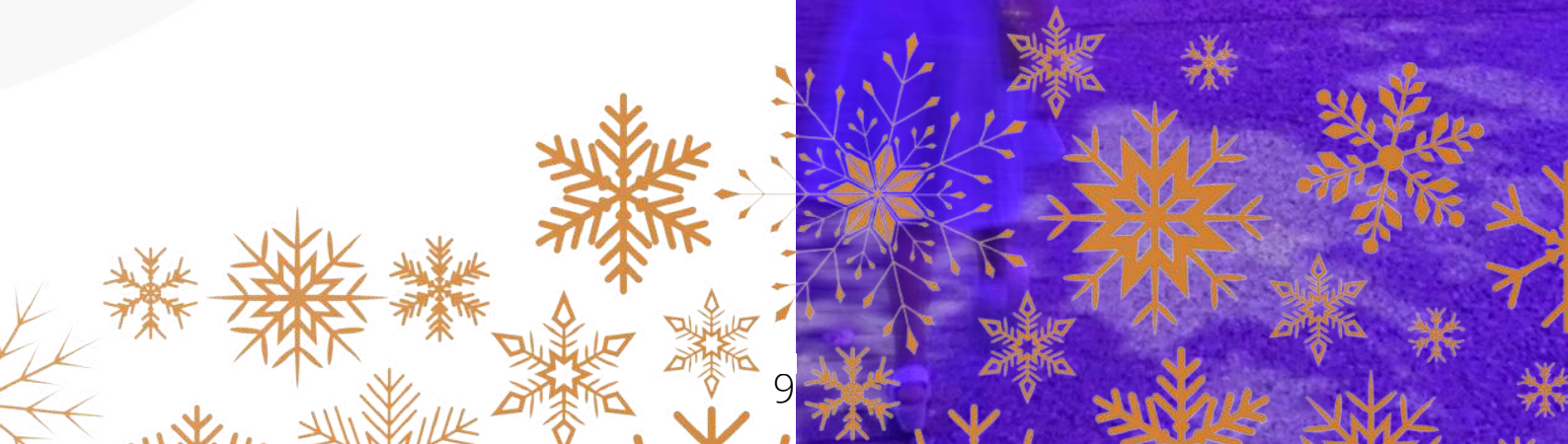
Covid Safe In-Person Events

Fruitbowl Productions can provide CovidSafe Planning to ensure your event operates under the current Covid Safe requirements of the Covid-19 Public Events Framework.



Our Additional Event Services Include:

- Project Management
- Stakeholder Management
- Community Engagement
- Community Consultation
- Event Feasibility Studies
- Strategy Development
- Event Concept Design
- Content and Program Management
- Entertainment Coordination
- Venue Selection
- Site Management
- Operations and Production Management
- Staffing and Volunteer Management
- Marketing and Promotion
- Social Media Campaigns
- Sponsorship Management
- Stallholder Coordination
- Risk Management
- Event Safety
- COVIDSafe Planning





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