

the art of the

Perfect Party

WHETHER YOU'RE PLANNING AN INTIMATE AFFAIR OR A GRAND-SCALE GALA, FOLLOWING SPECIFIC GUIDELINES IS THE BEST WAY TO ENSURE THAT ALL GOES WELL. AS ANY VETERAN HOST KNOWS, LAST MINUTE OBSTACLES CAN PUT A DAMPER ON WHAT SHOULD BE A FESTIVE OCCASION. GOING TO AN EXPERT FOR HELP ISN'T ALWAYS POSSIBLE, ESPECIALLY IF THE PARTY IS SMALL. HOWEVER, IT DOESN'T HURT TO GET TIPS FROM THOSE WHO HAVE AN ABUNDANCE OF KNOWLEDGE AND AN ENDLESS LIST OF RESOURCES. WE ASKED AWARD WINNING EVENT PLANNER AND SCENIC DESIGNER, JEFF CRABTREE, TO SHARE HIS THOUGHTS ABOUT WAYS TO IMPROVE ON A GATHERING OF ANY SIZE. JEFF CURRENTLY HAS OPERATIONS IN BOTH NASHVILLE AND LAS VEGAS. LOCALLY, HE IS KNOWN FOR HIS WORK WITH GAYLORD ENTERTAINMENT, WHERE HE HAS PARTNERED WITH MUSIC CITY EVENTS TO CREATE SOME OF THE MUSIC INDUSTRY'S MOST ELABORATE EVENINGS. IN LAS VEGAS, HE WAS RESPONSIBLE FOR THE ARCHITECTURAL THEMING IN MAJOR HOTELS AND CASINOS, INCLUDING THE RIVIERA, SAHARA, PARIS, BELLAGIO AND MANDALAY BAY.

By following his advice, you should be ready for a dinner for ten to two hundred, although we suggest you go for help if your crowd gets too large. We've also included a few of our favorite party sources and ideas to get you started. While there are countless books and websites offering entertaining advice, some of the best we've found comes from local shop owners and suppliers who have developed a reputation for adding style and creative touches to local events.

STEPS TO A SUCCESSFUL EVENT:

Before deciding on theme, location, date - Make a list, itemizing what you want to achieve with the event, whom you intend to entertain, budget expectations, and the impression you as a host wish to make.

Choose from this informative list, three items that are most important to you. These are your top priorities upon which to focus.

When choosing a theme, make sure the location supports or accents the theme's style.

Individuals who are planning an entertaining experience should stay within their talents. Choose a theme that is personal and possibly tells guests something about you that can be dramatized by color, activities, fantastic food menus and musical entertainment. Stick to areas of self strength and don't be afraid to ask for assistance from others close to you.

Collaborating with one or two people can bring together quality talents and offer shared success and fun. Half of the fun is found in the journey of creative expression while planning the event, implementing the details, and experiencing the reflection of how dynamic your ideas have become.

Photos courtesy of Music City Events



MUSIC CITY EVENTS POST CMA PARTY FOR RCA

SETTING THE STAGE:

**THEMED PROPS,
ACCENTED WITH
LINEN, FLORAL AND
LIGHTING CAN
ALLOW YOU TO
TRANSPORT GUESTS
TO EXOTIC
LOCATIONS OR LEAP
TIME BOUNDARIES.**

KEY ELEMENTS OFTEN FORGOTTEN:

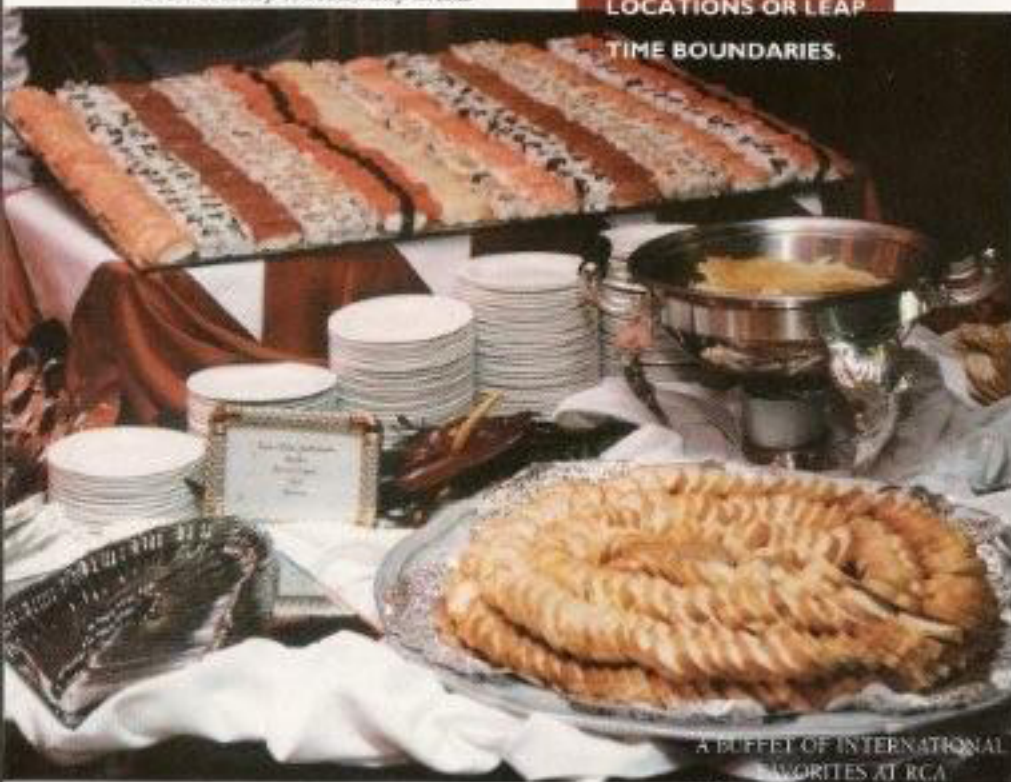
You can increase event anticipation with eye-catching invitations. Opening a creative and exciting invitation is an incredible first impression. This is the first step to your unforgettable event!

Many people pay too much attention to details that are missed by their guests and forget needed elements. Small details add an element of intrigue to an event, but not at the cost of the overall effect.

Make good use of lighting. Lighting is the creative and decorative element that is most overlooked at events. Example: You may have an exquisite centerpiece and linens but incorrect use of lighting may take their charm away. With dramatic lighting, a host can transform acrylic into crystal, bid what you want a guest to avoid, and direct their attention to details you that you have painstakingly arranged.

Setting the stage: Themed props, accented with linens, floral and lighting can allow you to transport guests to exotic locations or leap time boundaries.

Also, don't forget the scent. Every event should have a unique scent to help transport your guests.



A BUFFET OF INTERNATIONAL FAVORITES AT RCA