

Kick Off UNE Vodafone

Saragossa, Spain



Kick Off UNE is a corporate event intended for the unit Sales Force of Vodafone. The 3-day encounter was celebrated in the Conference Center of Saragossa and was attended by 700 people.

The theme of the conference, "New times, new challenges", inspired ACCIONA Producciones y Diseño to design dynamic scenography that would really represent a challenge at the moment of counting the messages. The result is an imposing set with an integrated screen 20 meters long and 5 meters high incorporating the advanced Folsom multi-screen system with 3 projectors of 18,000 lumens.

APD carried out the audiovisual production, the supply and handling of the technical equipment, the mounting of various module rooms for meetings and exhibition rooms, signage and theming of the entrance hall and dining area, as well as the entire organization for the event. The logistics for the guests required an especially demanding coordination for the accommodations and transportation for 700 people to the different venues: train stations in Madrid and Saragossa, hotels, restaurants and Convention Centers.

Date:
March 30-31, 2011

Client:
Vodafone

