

By Gord Hawker

A FEAST FOR THE EYES

AV services at CTCC ensure a lasting impression

In a world of paperless offices, streaming online video, and video chat from your smartphone, most businesspeople and convention delegates have high expectations for the presentations they attend. And no one knows this more than Steve Read, CEO (that's Chief *Evolution* Officer) of Evolution Presentation Technologies.

"Planners, presenters and attendees have much more sophisticated requirements than even ten years ago," says Read. "They are used to seeing the latest technologies utilized in their boardrooms and their homes. When it comes to a meeting or public event, they expect the same level of technology. Presentation technologies – light, sound, video, interactive – all of it is now more important than ever to the success of an event. People are recognizing that and allowing more in their planning budgets for it."

Evolution Presentation Technologies began as Apex Audio-Visual, a Calgary-based company started by Read's father in 1980. After taking over in 2003 and acquiring operations in seven cities, Read changed the name to Evolution. The company has been a preferred partner at the Calgary TELUS Convention Centre (CTCC) since 1999. The growth of Read's company is just one more example of the economic impact and job-creation power of a facility like the CTCC.

During the 12 years since becoming a preferred partner, Read and his staff have become closely integrated with CTCC employees and clientele. "We may be a supplier," says Read, "but we work as part of the CTCC team. Our staff wear Evolution shirts, but we wear convention centre nametags. We know the building regulations, fire codes, safety certifications and all the details of the facility. From a client's perspective, they get the advantage of in-house expertise, while knowing we still have to be competitive with price and level of service. CTCC event managers regularly include us in client meetings and planning sessions so we can advise on technology and ensure smooth, worry-free planning."

Seamless integration is further enhanced by the fact that Evolution maintains an entire warehouse of inventory right on site. Read explains that, with technology, issues inevitably arise. Evolution's on-site warehouse gives CTCC customers

the peace of mind knowing that, if a piece of equipment isn't operating to expectation, or if additional equipment is needed, Evolution has immediate access without the delays of traveling to an across-town warehouse. Technicians and equipment are always there, at the ready.

Technical ability and equipment aren't all that Evolution brings to the table for CTCC guests and clients. Read and his team also bring a lot of creativity, using their staging and set design skills to ensure each event has its own identity. Working with clients and CTCC event managers, they can create dynamic backdrops that employ multiple video projectors on massive screens. They can make innovative use of fabric and lighting to create just the right mood for galas, presentations and award ceremonies. They can help bring the world to Calgary through live video feeds from around the globe. They can even incorporate audience response systems that allow CTCC guests to participate in audience polls and provide live feedback during an event.

If there is a way that technology can enhance the experience and make events more memorable, Evolution Presentation Technologies and CTCC staff will work together to ensure a lasting impression.



Steve Read and the team at Evolution Presentation Technologies make CTCC events visually appealing.