CASE STUDY



LIVE VIRTUAL HYBRID

AN EVENING WITH DERMOT O'LEARY, ED SHEERAN & GUESTS

A first of its kind for The London Irish Centre, An Evening with Dermot O'Leary and Ed Sheeran & special guests, aimed to raise money for its charity. Called in to support the LIC team, we created an amazing event experience, complete with creative concepting and a dynamic set and stage. The world-class event needed to be a truly memorable VIP experience for all, as well as raise funds for the charity.

DID YOU KNOW?
The show featured a star studded line up including Dermot O'Leary, Ed Sheeran, Annie Mac and Sara Cox!





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>
> **Gary Dunne, London Irish Centre**

Experience

The guest experience began on the approach to the venue on a warm summer's day in June, with fans lining the street who had come from far and wide to catch a glimpse of their musical hero. Exterior lighting, green floodlights and green carpet lined the entrance setting the tone, before the VIP guests were transported to a luxury reception where they enjoyed canapes from Michelin-starred chef, Richard Corrigan, washed down with Irish-themed cocktails. All this while they enjoyed an intimate acoustic set from Ed himself.

Room styling, together with set and stage design were key to ensuring guests felt part of the action, and helped both Dermot and Ed connect with the audience. The show was seamless as our team expertly managed the transition between Ed Sheeran's performance and his informal conversation with Dermot O'Leary, as well as a live auction and afterparty DJ sets from the likes of Annie Mac and Sara Cox.

Response

Gary Dunne, Director of Culture at The London Irish Centre commented, "This was a hugely exciting event for the London Irish Centre, and one of the biggest live shows we've ever hosted. The scale of the evening called for a production company that really knows their stuff, and Sparq certainly does. The reaction from the guests on the evening was amazing, and we well and truly pulled off a world-class production, fit for our VIP guests. What a night!"