

*Experience, Imagination
Creativity, Performance*

Olivia Farry

Imagination is Everything...

*Laughter, Action, Feel
Perception, Strategy, True
Energy, Delivery, Fun*

Girls Aloud Private Show

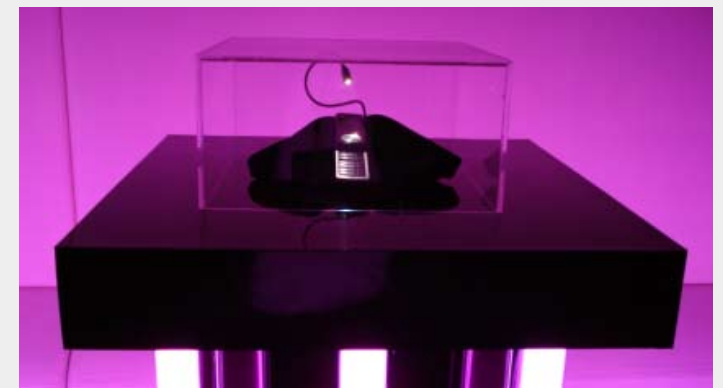
Product Launch

Brief

This project was an integrated campaign for The Lounge Group and involved launching the new Samsung F210 purple handset.

Role

As senior producer my responsibility was team management and delivery of all elements of event production, creative design, show and talent management which included an instore press launch and a media, VIP/celebrity Event at the exclusive Sketch Gallery in London.



GIRLS ALOUD

Destination M

Product Launch

Brief

To position Motorola phones as the “*must-have fashion accessory*” in the Australian market.

Create an event and product showcase that brought this idea to life, to generate PR and create a media and ‘*consumer*’ buzz around Motorola handsets. Take the Roadshow to five Australian cities.

Role

As senior event director/producer my responsibility was to develop the event idea, pitch it and then deliver all elements of event production and logistics alongside a production team.



David Jones

Fashion Show

Brief

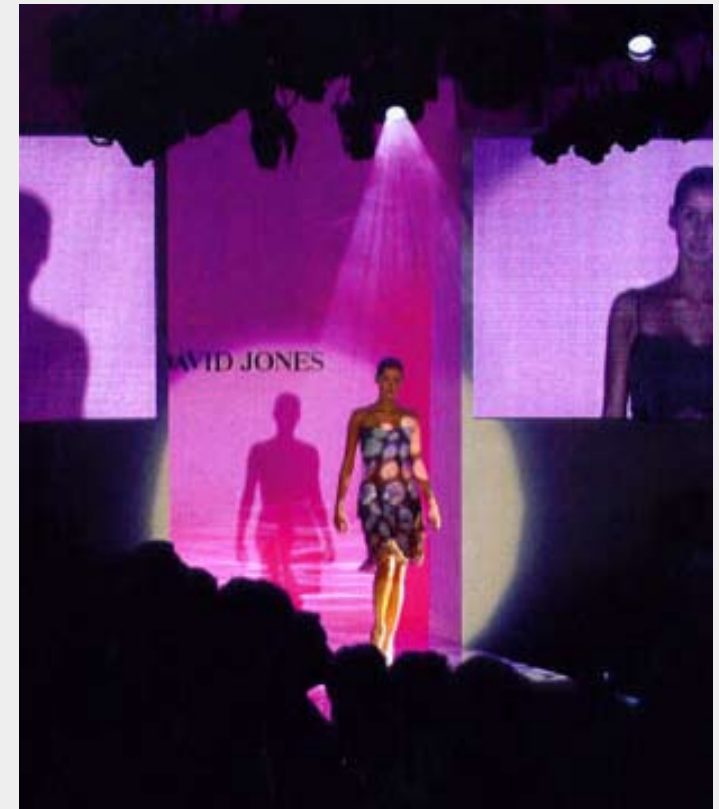
Position David Jones as the premiere Australian department store for Australian and International designers.

Bring the fashion range to life creatively and as an extension of the current advertising campaign.

Design a unique event space to create a new 'out of store' presentation style for 22 exclusive Australasian designers.

Role

Responsibilities included venue search, design & styling, talent casting and management, production, logistics and overall team and crew management.



DAVID JONES

Lynx Fever

Experiential Campaign

Brief

Get non users of Lynx or infrequent buyers of Lynx Shower to choose Lynx Shower more often.

Create an experiential activity to sample Lynx Fever product, ensure it is playful/ educational and will appeal to 18-24 yr old males, take the idea to UK festivals.

Role

As senior producer my role was to oversee the delivery of all creative, production and technical elements of this experiential campaign as well as sampling and talent management across two festival sites in the UK.



Vodafone

Christmas Roadshow

Brief

Develop a national event strategy for the end of year celebration to generate buzz, & bring Vodafone's brand spirit to life across Australia.

Produce six national christmas parties in 6 different venues for two thousand Vodafone employees, partners and special guests.

Role

As senior producer my role was to oversee the delivery of all elements of the parties and logistics with the assistance of a core team and a production crew in each city.



ROC Going Global Event

Global Conference

Brief

Develop an event that celebrates ROC's 10 year anniversary and 'Going Global'.

Assist with strategic messaging and creative delivery by managing company Director's and speaker presentation content, entertainment and team building activities.

Develop content to inform new global employees and partners about ROC culture and brand, leaving them excited about the future, energised and clear of the companies objectives.

Role

As global marketing manager and event producer my responsibilities included rebranding, development of Marcoms & PR plan, website development, ROC TV, meetings, live event and exhibition production.



FHM Fashion & Grooming Awards

Award Ceremony

Brief

Create a fashion show and award ceremony that showcased in a live environment the advertisers of fashion, fragrance and grooming products in FHM magazine.

Role

As event producer my role involved liaison with 25+ brands, sponsorship negotiation, show creation & onscreen content, design, staging and technical production, scripting, casting, talent and crew management.



Giorgio Armani

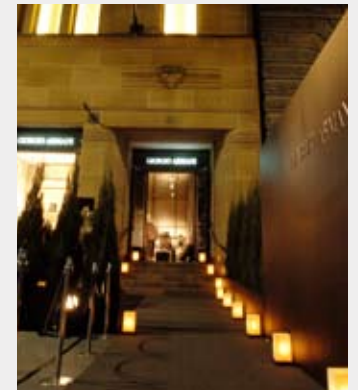
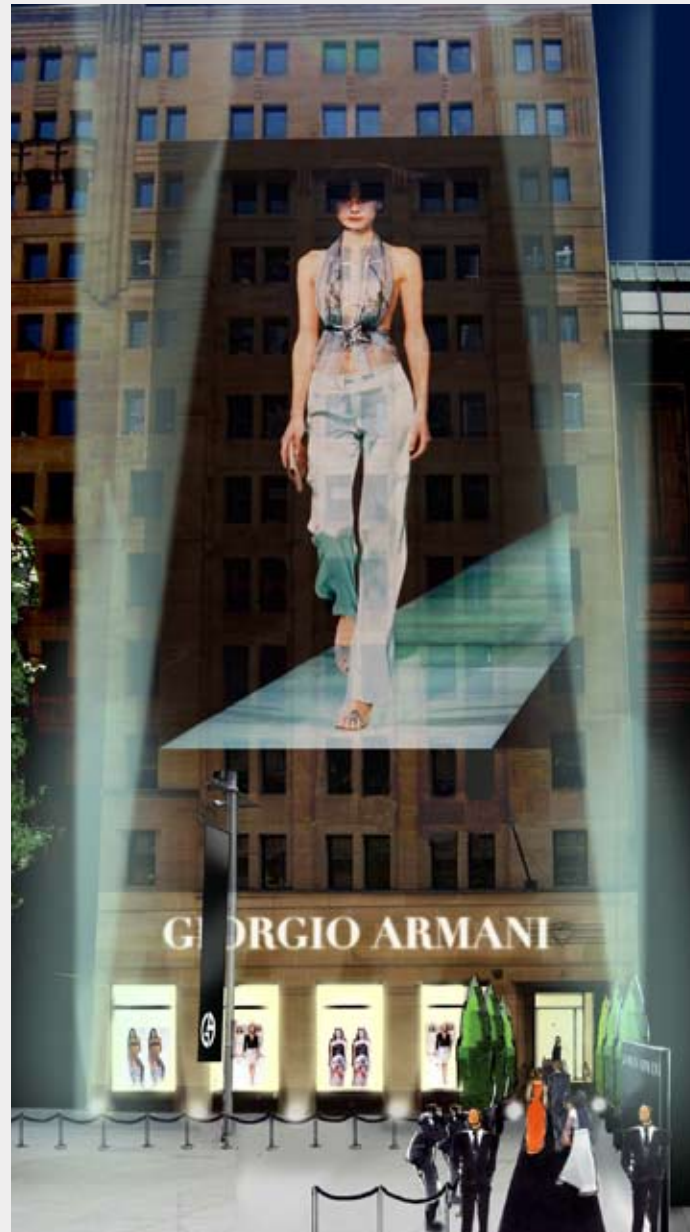
Flagship Store Opening

Brief

Assist with the opening event of the new Giorgio Armani flagship store in Sydney.

Role

As event producer I was responsible for design and styling of the exterior and interior of the store for the launch, liaison with Giorgio Armani's international design team and working alongside the PR team to manage media and VIP guest attendance.



GIORGIO ARMANI

BOC Gases

Annual Conference

Brief

Develop creative and content delivery ideas for BOC Gases annual conference; assist the company in getting across the message that they have the ability to 'go where they have not been before.'

Role

As event producer my role was to develop the theme for the conference and from this, design the creative elements to bring this theme to life. This involved: stage design and technical production, theatrics, talent management, show content and delivery.



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*Product Launches, Experiential Campaigns, Conferences,
Private Parties, Gala Dinners, Charity Events, Fashion Shows,
Music Festivals, Store Openings & Award Ceremonies.*