

LG tames the four elements at annual Dealer Convention

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Amongst the electronics industry, it is well known that the annual LG Dealer Convention is an event not to be missed. It is on that one night a year that all LG's important trade partners and media guests nationally are treated in three cities to an extravaganza and product line-up that manages to entertain, impress and excite year after year!



Every year the privileged task of event managing this prestigious Dealer Convention is a hotly contested multi agency pitch. This year, Provantage Events once again proved to have the innovation and cost effectiveness that gave them the final nod. "Our theme this year was to explore the four natural elements of earth, air, water and fire, with the unique twist that LG and their innovative energy saving products provide a seamless fifth element to complement what nature has already given us," says Dom Smith, MD of Provantage Events.

The MC for all three cities, Jeannie D, brought her bubbly personality and style to the spell-binding entertainment that included two speciality aerial acts; a Cirque du Soleil cube act; a Laser Finger show; fire performers and the ever-popular Oxygen bar to ensure that the audience were suitably impressed. The culmination of the evening was a sizzling product reveal in unique inflatable domes.

"The logistics of handling our 500 VIP guests at the Durban ICC, Cape Town ICC and Vodaworld in Johannesburg, as well as their flights, transfers and accommodation, was only the tip of the iceberg," says Shethal Bedal, CE Marketing Manager at LG. "Provantage also managed the logistics of moving the nine tons of LG products and a tight crew of 14 successfully around the country."

"The LG Dealer Convention not only sets out to entertain and impress our guests, but is also pivotal in reinforcing our all important dealer relationships," Shethal continues. "with tight deadlines and no room for error, we placed a great deal of trust in Dom and the Provantage team, and once again they have risen to the occasion."

"We are both proud & privileged to have been entrusted with this key annual trade event for LG," concludes Dom Smith.

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