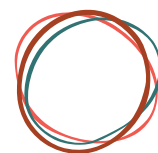


CenterCircle Creative

Previous Work

Updated July 2022



CenterCircle
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PREVIOUS WORK

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Attendee Essentials

Design Strategy

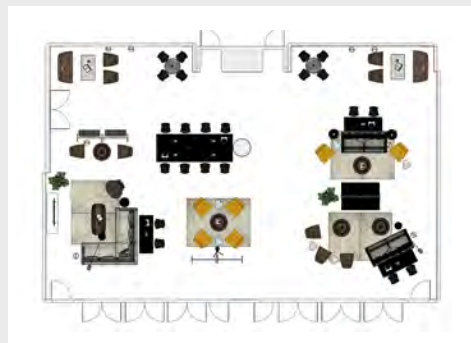
We deeply study attendee behaviors and desires to inform our design approach. Research shows that helping attendees manage the stress of being away from home and work allows them to be more engaged in your event. We design spaces that support attendee needs and make them feel taken care of, so they can participate more fully in your event.

01

Attendee Essentials

SPACE TYPE:

Business Lounge



PLAN VIEW

Project Information

Industry: Media

Event Description: Tech professionals gathering to inspire, share and inform

Number of Attendees: 800

Venue: The Beverly Hills Hilton, Beverly Hills, CA

Space Specifications: 40' x 62'; 2,480 sq. ft.

Key Ways We Shaped Attendee Experience

- Created a desirable space for attendees to spend time
- Positioned the sponsor well for recognition and ROI
- Offered a modern space that aligned with the attendee profile



02

Attendee Essentials

SPACE TYPE:

Business Lounge



PLAN VIEW

Project Information

Industry: Hospitality

Event Description: Event with top customers to share what is new and encourage loyalty

Number of Attendees: 350

Venue: JW Marriott Tampa Waters Street, Tampa, FL

Space Specifications: 30' x 30' inside; 30' x 17' outside; 1,410 sq. ft.

Key Ways We Shaped Attendee Experience

- Gave attendees a place to quickly check in on work or home
- Created a relaxing space for casual, comfortable meetings
- Provided multiple spaces to meet attendee needs: small meeting, individual, semi private

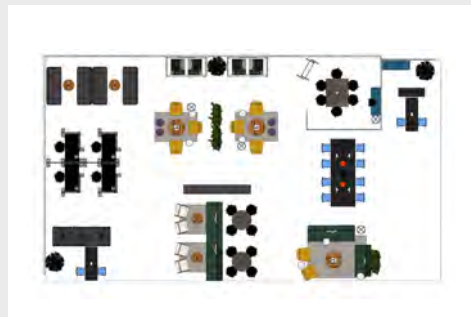


03

Attendee Essentials

SPACE TYPE:

Business Lounge



PLAN VIEW

Project Information

Industry: Hospitality

Event Description: Industry experts coming together to learn from content and each other

Number of Attendees: 1,800

Venue: Caesars Forum, Las Vegas, Nevada

Space Specifications: 47' x 60'; 2,820 sq. ft.

Key Ways We Shaped Attendee Experience

- Created a space for conference attendees to be productive and get work done
- Offered a comfortable space to draw attendees to the area
- Provided a space the sponsor was proud to invite attendees to





Learning and Listening

Design Strategy

You invest time and resources into creating engaging content that is tailored for, and valuable to, your attendees. Designing event spaces to facilitate and foster listening and learning will help ensure attendees have a fruitful event. Research shows that people do their best learning when they are in control of their experience. We design spaces to offer attendees choice and support different types of learning.

01

Learning and Listening

SPACE TYPE:

Livestream



PLAN VIEW

Project Information

Industry: Finance

Event Description: Senior decision-makers gathering to network and hear business insights

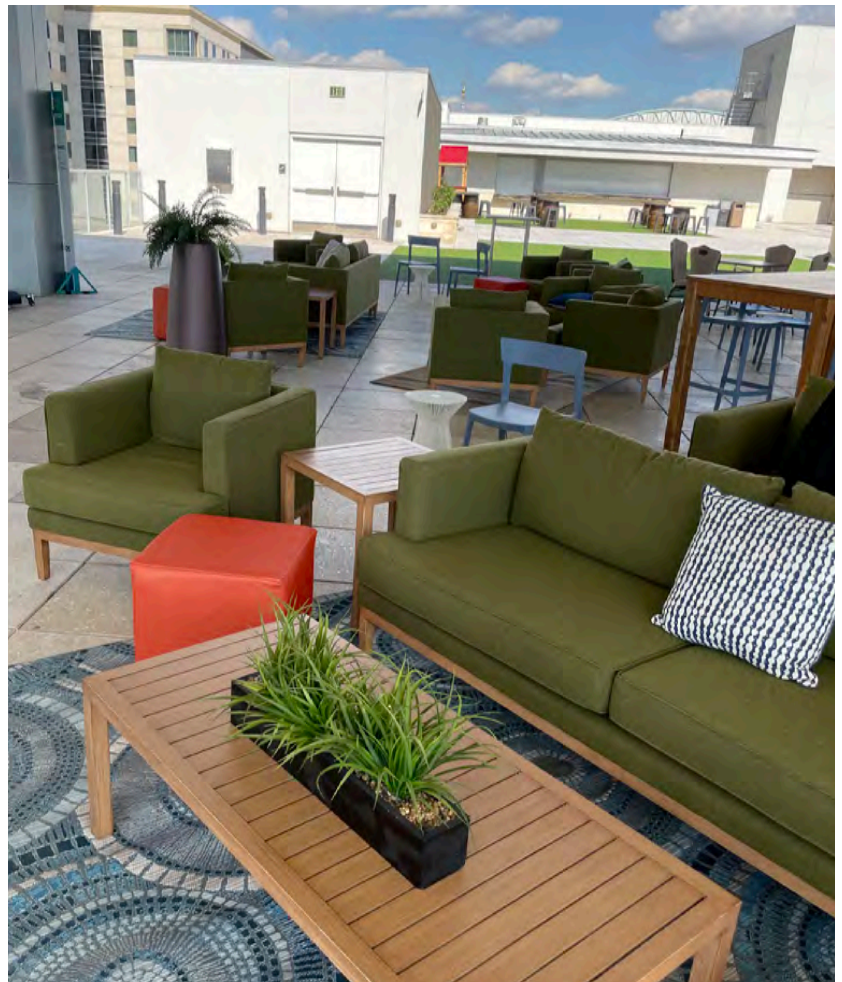
Number of Attendees: 1,500

Venue: Marriott Marquis, Houston, TX

Space Specifications: 52' x 60'; 3,120 sq. ft.

Key Ways We Shaped Attendee Experience

- Created a relaxing space using and enhancing venue offerings
- Made nature accessible to attendees for refreshing breaks
- Added products to existing venue furnishings to create proper conversation settings

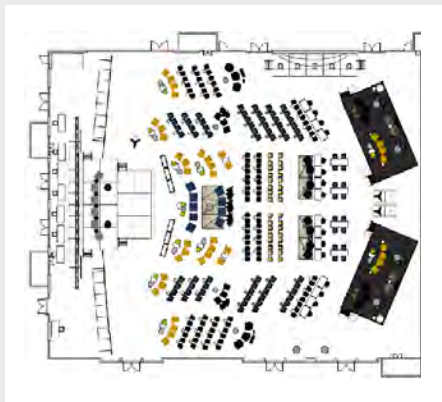


02

Learning and Listening

SPACE TYPE:

General Session



PLAN VIEW

Project Information

Industry: Hospitality

Event Description: Company Owners listening and being recognized

Number of Attendees: 315

Venue: Hyatt Regency Huntington Beach Resort, Huntington CA

Space Specifications: 131' x 75'; 9,825 sq. ft.; 315 seats

Key Ways We Shaped Attendee Experience

- Created a sense of stability and confidence during a period of change
- Conveyed that attendees are valued and about to participate in something special
- Layered the room so every seat felt like the best one in the house
- Encouraged personal comfort and control, with the ability to choose and change seats throughout the day



03

Learning and Listening

SPACE TYPE:

General Session



PLAN VIEW

Project Information

Industry: Finance

Event Description: Company owners listening to financial updates

Number of Attendees: 90

Venue: Amway Grand Plaza, Curio Collection by Hilton, Grand Rapids, MI

Space Specifications: 43' x73'; 3,139 sq. ft.

Key Ways We Shaped Attendee Experience

- Created a VIP experience that the audience is accustomed to
- Provided personal comforts and amenities to keep attendees engaged
- Offered choice and control over seat selection





Business Exchange

Design Strategy

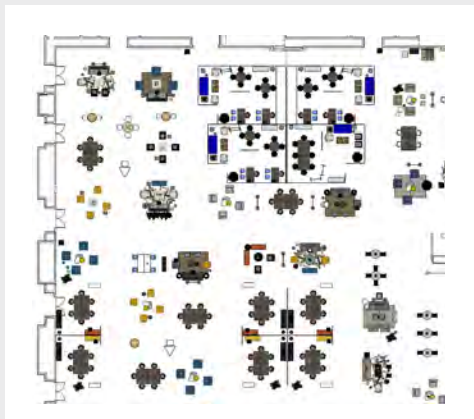
Sponsors and business partners are essential to hosting successful events. Today, attendees are seeking to engage with sponsors and event partners in meaningful ways through positive interactions and exceptional experiences. And, in turn, sponsors/partners are demanding a significant, tangible return on their investment through new visibilities and relationships. We design spaces to address the interests and meet the needs of attendees, business partners and sponsors.

01

Business Exchange

SPACE TYPE:

Business Meeting



PLAN VIEW

Project Information

Industry: Real Estate

Event Description: Real estate and finance groups gathering to collaborate on a deal

Number of Attendees: 1,400

Venue: Omni Dallas Hotel, Dallas, TX

Space Specifications: 145' x 195'; 28,275 sq. ft.

Key Ways We Shaped Attendee Experience

- Created settings for 6-8 people, designed to encourage attendees to lean into conversation
- Allowed for choice in the type of setting they preferred for collaboration
- Made an intuitive space conducive to getting work done





Other Spaces

Design Strategy

Each event is unique. We begin our design approach with an understanding of event goals and desired attendee behaviors. We use our deep experience and expertise in human-centered design to create spaces that progress those goals and encourage intended outcomes — all while ensuring attendees feel comfortable, engaged and supported.

Project Information

Industry: Government Relations

Event Description: To come

Number of Attendees: 200

Venue: Corporate Office Building, Washington, DC

Space Specifications: 45' x 181'; 8,145 sq. ft.

Key Ways We Shaped Attendee Experience

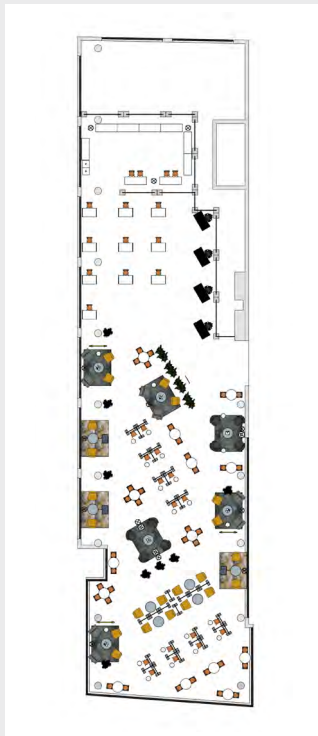
- Created a space that prioritized health and wellbeing of attendees
- Provided a VIP look and feel
- Offered a comfortable place to wait and get a little work done

01

Other Spaces

SPACE TYPE:

COVID Testing Center



PLAN VIEW





Where Space and Human Connection Meet

To learn more, visit ccirclecreative.com