



## AUDIENCE MANAGEMENT

While all eyes are on the stage, OUR eyes are on the audience.

This is an attitude and approach that is not shared with our competitors, so we had to coin a phrase to describe it: **AUDIENCE MANAGEMENT**.

Managing an audience is part art and part science. The art? The heart and soul of every event is empathy and caring for the most important group at your event – the attendees. The science? The tactical detail of every event has been developed from research obtained through the production of thousands of events and having been in the audience for thousands more. The comfort, safety and satisfaction of the audience all contribute directly to the overall event experience.

Putting great entertainment, content and attractions in front of an audience, is only a fraction of our job. The best entertainment in the world can't overcome a situation that overlooks even a few event details. Whatever portion of your event that we are involved in, you can rest assured that our attention is on your audience.

- Live Music and Entertainers
- Sound, Lights, Video
- Catering
- Team Building
- Facility Selection
- Security
- Port-o-lets
- All Tactical Details

**AUDIENCE MANAGEMENT** is the skill that allows your audience to focus more on the occasion and less on the minute details that distract them from having a good time. That's why The Sparks Agency has produced an event for the President of the United States, designed a custom team building event and facilitated Cow Chip Shuffleboard for guests at a corporate event – all in the same week.



The Sparks Agency keeps an eye on the audience at the Justice Revival – November 12, 2009 – Dallas Market Center