

Events: Virginia “Time of Your Life” Celebration

Leveraging the release of Channel 7’s *The Real Dirty Dancing*, which was filmed in Virginia, Gate 7 created the “Time of your Life” event for key travel industry professionals and media in Sydney

BRIEF

To celebrate Virginia Tourism Corporation’s new investment in the Australian market, Gate 7 was commissioned to create an event that brought all things Virginia to life for 50 key trade and media attendees through an interactive three-course Dirty Dancing dinner in October 2019.

Virginia Tourism Corporation was looking for something “unforgettable” for their new Australian partners that offered networking opportunities, positive social interaction and a 100% “presentation free” format that still encouraged education and recall of key Virginia information and value propositions.

SOLUTION

- Leverage the popularity of the hit film Dirty Dancing and newly released The Real Dirty Dancing, both filmed in Virginia, to highlight Virginia’s tourism proposition to Australian media
- Maximise coverage and awareness of Virginia Tourism Corporation’s entry in to the Australian market
- Incorporate unique and memorable interactive elements in order to inform and engage attendees.

ACTION

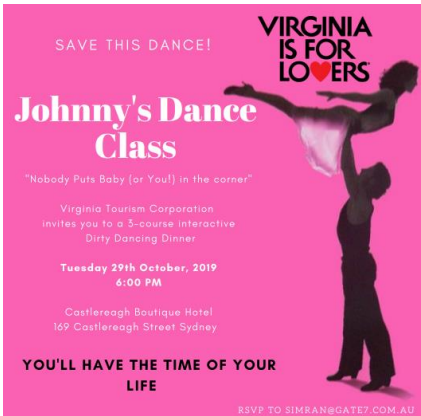
- Selected historic venue with a 50s-style interior and grand piano to heighten nostalgia

- Guests included in famous movie moments reenactments including “The Lift” and “Johnny’s Dance Class”
- Photo booth with printer and trivia questions + prizes for interactivity
- Themed drinks, champagne glass gifts and shot glasses in honour of Baby and Johnny
- Images of Virginia cut with famous Dirty Dancing scenes rolling in the back ground
- Touchpoint tables highlighting major themes of culinary, outdoors, history and luxury
- Incorporate Virginia knowledge through host script
- Gifts featuring Virginia’s heart logo to reinforce the “Virginia is for Lovers” slogan (e.g. beating heart flashing badges)



Events: Virginia “Time of Your Life” Celebration (cont’d)

This event was extremely well received by media and travel industry professionals and achieved all goals outlined by the client.



TESTIMONIAL

“Thank you for a memorable evening! I recall the first conversation [my Account Manager] and I had regarding the reception and how excited I was to be working with someone that demonstrated such enthusiasm, professionalism, creativity, and passion.

Not only did [Gate 7] deliver on all these fronts, [they] surpassed our expectations. It was wonderful to look around the room and see everyone engaged in the activities. We have never done an event like this before and believe this concept can now be implemented in other markets.”

- Heidi Johannesen, Global Marketing Director, Virginia Tourism Corporation

