



COMMUNICATOR

C R E A T I V E E V E N T S

WELCOME |

WE CONSIDER OUR EVENTS AS ART

Egor Dobrogorskiy

Director General

[Watch the video](#)

INTERVIEW

If any potential client asks me: "What's the difference between you and any other event agency?", I always answer that for 14 years we have been organizing events for large corporate clients, where the number of attendees might be in the thousands, and even if the audience is that huge, we stick to the clear event structure and logistics.

The client then counters me, saying that is what every agency tells them. Then I say that we develop conceptual offers tailored to the clients with high creative potential.

The potential client then counters me again, saying that is what all the other agencies claim. So, that's why for the last three or four years I have been saying that we are EXACTLY LIKE ALL THE OTHERS! We are one of the seven or eight agencies in Russia who have a long history of doing our job well, and the question of which event creator you are going to choose become an issue of personal synergy between the client and the agency



WELCOME |

14

Years at the market

COMMUNICATOR Creative Events company was established in 2004 by event management professionals. Our unique features are our extensive use of innovations and our constant strife for perfection from the first days of COMMUNICATOR Creative Events.



800 520000

Events organized in that time

Employees, partners and
guests attended our events

COMMUNICATOR
CREATIVE EVENTS

— OUR SERVICES —

INTERNAL COMMUNICATIONS

Company day

Corporate anniversary

Corporate events

Training sessions

Conferences

Trips around Russia and abroad
as incentive

EXTERNAL COMMUNICATIONS

Receptions for clients and partners

Dealers conferences

Mass media events

Consumer events

Exhibitions

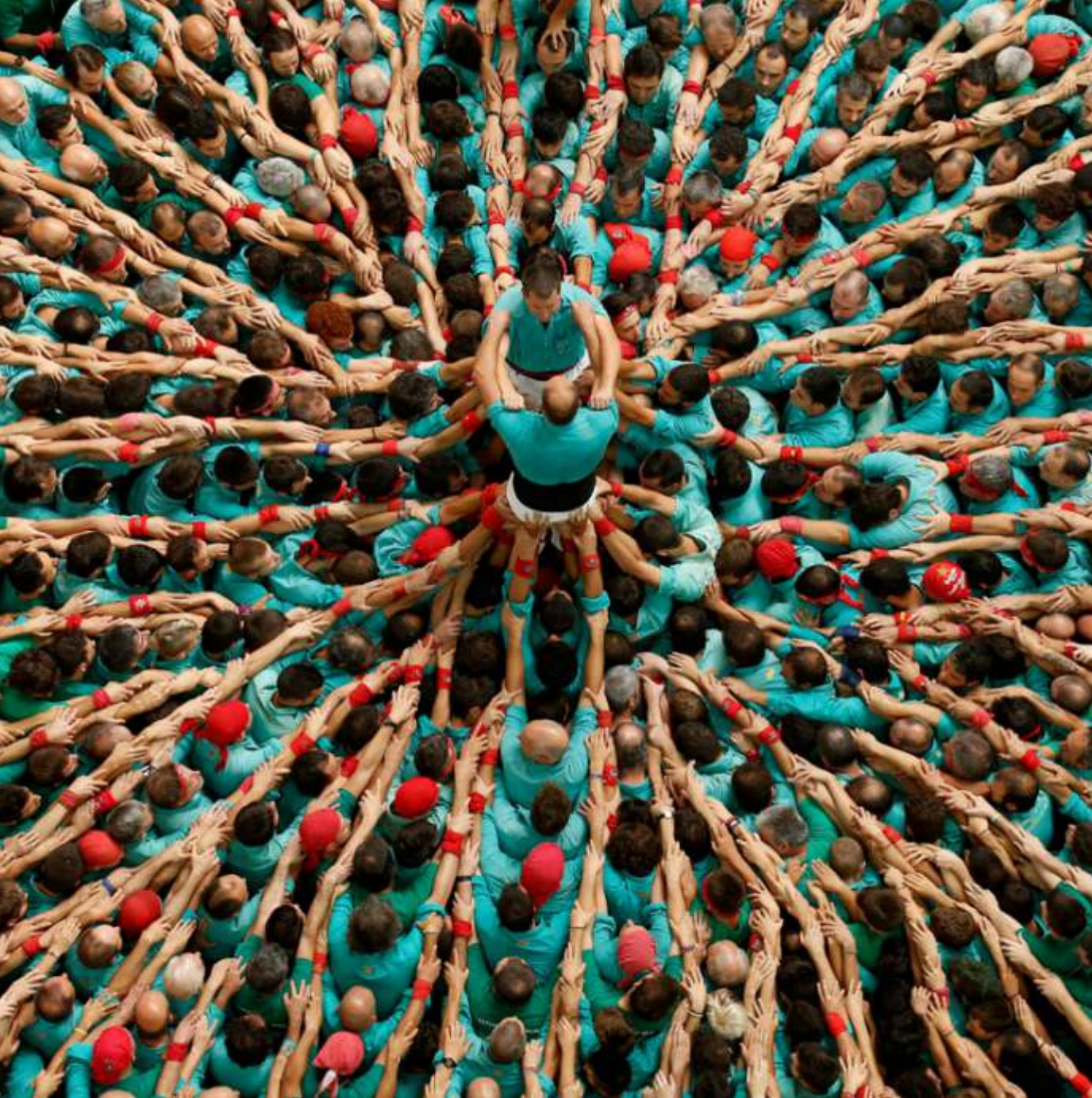
MARKETING EVENTS

New product presentations

Event support for rebranding

Integrated program
(BTL+Digital +Events+Mice)

Opening plants, office centers,
hypermarkets



INTERNAL COMMUNICATIONS

Company day

Corporate anniversary

Corporate events
(winter, summer, team-building, gender
events)

Training sessions

Conferences

Trips around Russia and abroad as incentive



LVMH

MOËT HENNESSY • LOUIS VUITTON

CONCEPT: «BRANDS, FRIENDS AND FLOWERS»

Number of guests: 1,300 persons

Format: New Year celebration event

Venue: Space Moscow

We develop a series of interactive performances for the LVMH New Year event. How being a forward-thinking event agency, closely monitoring the industry trends, we decided not to pass up on an opportunity to be the pioneering users of artists' and visual content's interaction at our performances.

Each performance was tailored specifically for our client's famous brands: Dior, Kenzo, Guerlain, Acqua di Parma, Givenchy; we played off the best employees' awards ceremony, enriching it with certain elements of a show program - visual works, choreography, music and costumes.

The show program, developed together with the company's brand directors, was directed by Anna Abolikhina, a well-known Russian director and a member of the "Maska" International Theatre Award judge panel. The video, choreography, music, costumes and other elements of the show were agreed individually with each brand Director.

[Watch the video](#)



Raiffeisen **BANK**

CONCEPT: «THE NEW YEAR ROCK'N'RAIFF»

Number of guests: 4,500 persons
Format: New Year celebration event
Venue: Olimpiyskiy Sports Centre

The Corporate New Year event for the Raiffeisenbank employees took place with the pomp appropriate for the largest foreign banking group in Russia.

The event was built around the concept of a “members only” rock fest, developed from the ground as an international show, comparable to the famous rock music festivals.

To implement that project, we engaged the services of Artemiy Troitskiy - the most well-known critic of music and rock fest organizer in Russia. We chose the Olimpiyskiy Sports Centre as our venue and installed a complex consisting of seven stages. The BI-2 rock group was invited as headliners.

The performances were going on non-stop, just as one group was leaving the stage, another was taking its place. Huge LED displays and high-tech music equipment made it possible for every guest to see and hear all the performances, no matter how far he or she was from the stage.

[Watch the video](#)

INTERNAL COMMUNICATIONS



РОСБАНК

**CONCEPT: «VOICE OF ROSBANK.
FIND YOUR DREAM ON THE STAGE!»**

Number of guests: 1,200 persons
Format: New Year celebration event
Venue: BUD ARENA

The main condition of the Rosbank New Year event was to engage the employees and make them take the stage. We were basing our concept on the popular television show “Golos” (Voice).

A few weeks before the celebration we held a casting at the corporate office, selecting the most talented employees. After that, a professional team of a director, a choreographer, a vocal coach and a sound director was training the nominees for the concert for two weeks.

Just like at the real “Golos” TV project, the board of judges, consisting of members of the Bank's Board of Directors, were sitting in revolving chairs on a podium and listened blindly to the nominees' performances on the stage.

The live online vote for the winner, made by the entire 1,200-strong audience, became the event's unforgettable climax.

[Watch the video](#)



EXTERNAL COMMUNICATIONS

Receptions for clients and partners

Dealers conferences

Mass media events

Consumer events

Exhibitions



CONCEPT: «VINTAGE CAR QUEST AND CINEMA-BASED TEAM BUILDING SESSION»

Number of guests: 30 persons
Format: Training/teambuilding exercise
Venue: Italy. Tuscany

To combine a business training session with two recreational team-building exercises in a single event, while joining them with a common idea, is not a trivial task. “Non-trivial”, however, does not mean “impossible”.

Taking into account the location where the training for the PepsiCo staff was held (Tuscany, Italy), we created two unique quests, combining getting to know the natural beauty and culture of that part of Italy with discovering each staff member's creative potential through game.

On the first day the team-building participants were tasked with cooking the traditional local dishes and finding all the necessary ingredients for them. To do that, we developed a special route, which our guests covered in vintage FIAT cars. Then our guests arrived to a 9th century church, where a real priest blessed all the food that they've gathered. The quest participants cooked their dinners, guided by a chef from an Italian restaurant.

On the second day the employees learned about all the intricacies of shooting advertisement reels. To do that, we invited masters from the world-famous Roman movie studio, Cinecià.

After attending a brief master-class given by one of filmmakers, the participants started shooting their advertisement masterpiece. The employees of the company starred in all the roles. For example, the HR Director became Desdemona, the sales director played the role of Othello, the Director General was a props designer, and the Marketing Director made makeup. The fruit of their efforts was a mockup advertisement for the Tonus juice brand.

[Watch the video](#)



Marriott® INTERNATIONAL

CONCEPT: «MARRIOTT CARNIVAL»

Number of guests: 650 persons

Format: Hotelier conference

Venue: The Marriott hotels in Moscow and St.-Petersburg

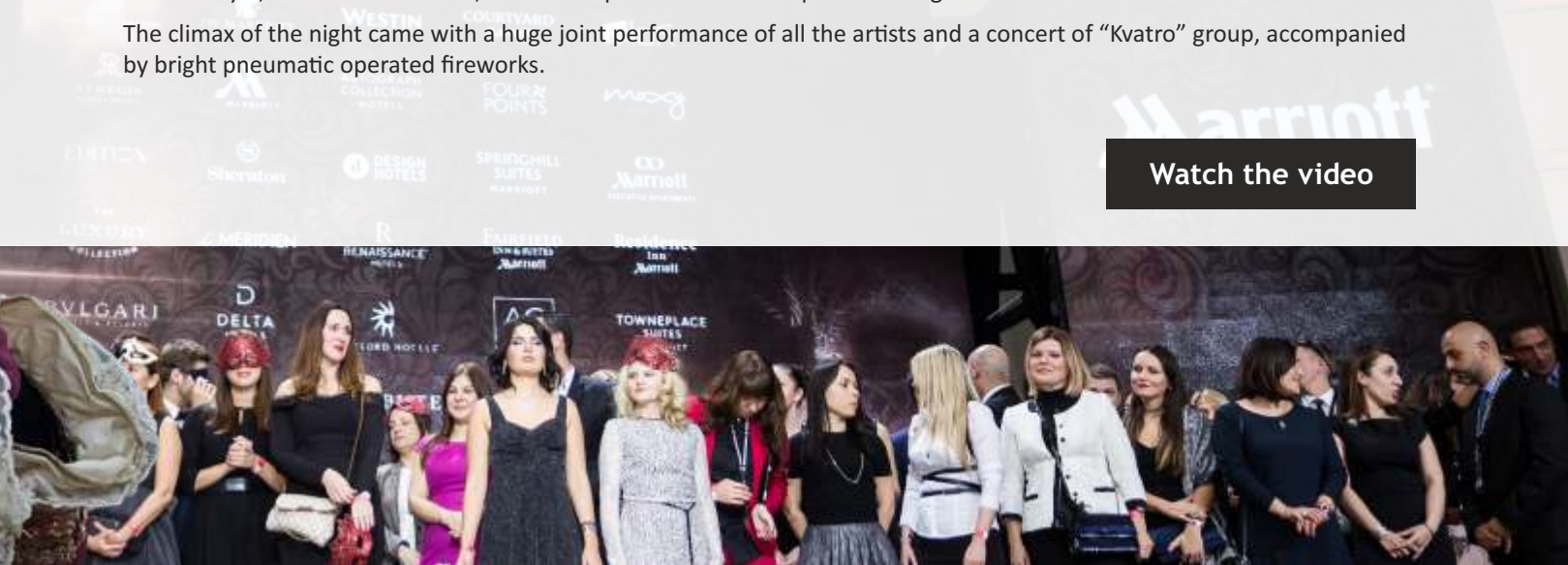
At the annual Marriott workshop held in 2017, the company management once again demonstrated their unique MICE concept of bringing vivid emotions to each of their guests. As usual, the event was enormous in scope: over 80 hotel directors from all over the world were invited.

The workshop was held almost simultaneously in the both Russian capitals: Moscow and St.-Petersburg. We chose the Venetian carnival, which is a global symbol of unforgettable emotions and impressions, as a concept for this year. The main event program contained mostly business meetings, negotiations and hotel presentations.

After the business part was over, the workshop participants mingled informally at a posh party, organized in the Venetian carnival style, with colorful shows, interactive performances and prize drawings.

The climax of the night came with a huge joint performance of all the artists and a concert of “Kvatro” group, accompanied by bright pneumatic operated fireworks.

[Watch the video](#)



EXTERNAL COMMUNICATIONS



AHK

Deutsch-Russische
Auslandshandelskammer
Российско-Германская
внешнеторговая палата

CONCEPT: «SUMMER FRESH DAY»

Number of guests: 400 persons

Format: customer event

Venue: White Park

Annual summer customer event, organized for the largest German companies, working in Russia, strives to surprise their customers more with each passing year.

In the welcome area the guests were entertained with various summer activities and engaging photo areas.

The traditional formal part opened with speeches given by the Manager of the representative office and the Ambassador of Germany in Russia; after that, the show program artists took the stage. The festive and lively mood of a summer evening was refreshed by dynamic musical performances, selected specially for the event.

Another surprise for the guests was a collective watching of a World Cup match with unfiltered German beer and traditional snacks, which became an excellent and unifying final exclamation mark.

[Watch the video](#)

EXTERNAL COMMUNICATIONS



РОСНЕФТЬ

CONCEPT: «TOGETHER ON THE WAVE OF SUCCESS»

Number of guests: 350 persons

Format: Offsite distributor conference

Venue: Kempinsky

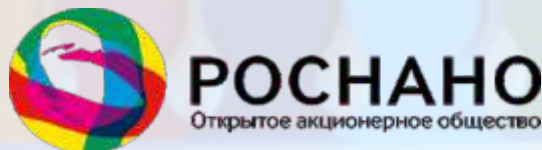
The town of Gelendzhik was chosen as the location for the next conference held for the Rosneft dealers. The main business part of the meeting was held in the Kempinsky hotel's conference centre, including speakers' talks, team workshops and discussions among the participants. The priority objective of our agency at that stage was to train the speakers and to prepare the presentations for the public speeches.

Despite the time constraints, we achieved that goal with flying colors: all the conference guests spoke highly about how well-prepared the presentation materials were.

After the business part was over, the guests visited the Abrau-Dyurso winery, where they get to know some of the secrets of the wine making process. Those who were so inclined could evaluate the wines' taste and aroma, when they were offered a taste of the best sparkly wines from prince Golitsin's collection.

The event was concluded with a gala dinner, where the artistic collectives of the Krasnodar territory performed for the guests. The logical climax of the explosive show program were fireworks shot at the Black sea shore, reflecting strikingly in the night sea water.

[Watch the video](#)



CONCEPT: « INNOVATE TO PERFECTION »

Number of guests: over 18,000 persons

Format: Rusnanotech forum

Venue: Expocentre

Special project for the Rusnano company, organized within the Rusnanotech forum, became a real challenge for our agency. The top state officials participated in the event, raising a few difficult organizational issues, including arranging a VIP reception for partners and sponsors.

To link all the stages of the forum conceptually was very important. That's why we made "innovations" the main theme of the concept. For example, we organized a fashion show for clothes made of innovative fabric, the production of which was financed by Rusnano. At the cocktail dinner, beside the main catering, we presented the molecular cuisine, and the night program climaxed in a DJ performance with a unique package of sets, based on new sound of instruments and voice.

[Watch the video](#)





MARKETING EVENTS

New product presentations

Event support for rebranding

Integrated program
(BTL+Digital +Events+Mice)

Opening plants, office centers,
hypermarkets

LEXUS

MARKETING EVENTS



CONCEPT: «DEVIL IN THE DETAILS»

Number of guests: 200 persons

Format: Presentation of a new LS model

Venue: Lexus Dealer Center

To awake truly wild, positive emotions in the participants of an event, sometimes you need a single meaningful detail.

When we developed a presentation of the most expensive car in the Lexus product line to the consumers and the journalists, we took inspiration from the Brother Lumiere's first cinema show. Back in those times, you only needed to show frames of an oncoming train to have a desired effect and to send the audience fleeing every which way.

The “Communicator” agency went a lot further. Thanks to a professionally edited video ad and precise direction, as the car on the video approached, a real LEXUS LS 460 came through the screen and smoothly descended to the crowd over two ramps.

After that, so as not to dilute the WOW effect, the renovated model was presented to the audience among the pleasant atmosphere, surrounded by unobtrusive, stylish music and accompanied by expensive snacks.

[Watch the video](#)

MARKETING EVENTS



HITACHI

CONCEPT: «THE JAPANESE DESIGN FOR THE RUSSIAN SOUL! HEAVY MACHINERY FOR EASY ACHIEVEMENTS!»

Number of guests: 600 persons

Format: Plant opening, customer event

Venue: Hitachi's Tver plant

Customer event, celebrating opening a new Hitachi plant in Tver is an example of professional concept integration into the existing site. Our client wished to hold the entire ceremony inside the assembly workshops, so we needed to make all 60 guests comfortable there.

To meet the customer's demands, we needed to thoroughly consider not only our concept, but the placement of every structure, considering the site's layout.

Before the formal part began, we organized a light cocktail party and a tour over the plant's shops. Then the guests took their places on the platform installed for that occasion, while the President of the global HITACHI conglomerate, the Ambassador of Japan in Russia and the Governor of the Tver region spoke on the stage. After the official opening ceremony, the guests were treated to a unique dredger show, demonstrating the parameters of the Japanese-made equipment, first of all, the high precision of construction works.

The event continued with a press conference, welcoming the representatives of 80 mass media publications, and the evening banquet at the plant.

[Watch the video](#)

КОМАНДА



EGOR DOBROGORSKIY

Agency Director



ELENA POLISHCHUK

Executive Director



ALEXEY DVORTSOV

Account Director



ALEXANDER DOBRIA

Creative director



ALEXANDER OSIPOV

Account Director



EVGENY STACHEV

Art Director



ANTON MATVEEV

Director of Development

OUR CLIENTS

BÜNGE



Schlumberger

FIX price



ROSBANK



SONY

KELLY



Северсталь



Банк Москвы
Bankers & more



Raiffeisen X



LVMH

AVON

HITACHI



SAMSUNG

POCHO

SIEMENS

COMMUNICATOR
CREATIVE EVENTS

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