



INDEX OF SERVICES

Issue Date 27th September 2007

The following services are currently available from Energy Live, the direct production service from Energy Live Marketing Group. The services are available in the following formats:

Event Packages: 'Themed' event production suitable for associated campaigns and promotional activities

Management Services: Ancillary support options to back-up Marketing Managers

Entertainment: Direct entertainment services covering musical and theatrical solutions to provide additional features and performances to a pre-determined event or campaign.

Event Packages - Man Crèche



Utilising one of your centre's un-let retail units or by creating a space on the malls we will build a man crèche. Male-partners are safely deposited for a few hours whilst their counterpart enjoys their shopping experience without the drama.

Meanwhile, the deposited man will be quite relaxed enjoying a wide range of recreational choices from reading, chilling out on the cool sofas, computer gaming, watching sports and of course eating and drinking!

This is an excellent service at times such as Christmas, and provides a superb opportunity for retailers to provide subtle gift promotions and food offers.

Event Package - Walkabout/Interactive



As one of the leading artist booking teams in the UK, we pride ourselves on our creative approach to artist booking for the malls. We provide high-end performing characters, themed artists, entertaining caricaturists and face painters. These artistes are invaluable in bringing the malls to life and can assist in the centre's rotation of shoppers and create shopper diversions during busy trading periods.

Event Package - Storytelling & Film



In the area of children entertainment Energy Live have a reputation for excellence. Using the highest quality presentation balanced with the correct level of production for the venue we create magical, experiential sets that delight young and old alike. Using storytellers, film, animation, and musical theatre we entertain and educate children in a safe and supervised environment. This service provides an immediate

Event Packages - Health, Beauty & Lifestyle



This concept presents a number of opportunities and flexible offerings live on the mall. HBL provides fun pamper lounges which offer space to retailers to give free services such as makeovers, massage and fashion advice. This leads to our mini-showcase features and relaxation zone incorporating a free juice bar staffed by stylish and knowledgeable staff. This concept can be adapted to incorporate additional exhibitors to maximise commercial income potential or linked to fashion shows to create a major visitor attraction.

Event Packages - Interactive Arts



Working with the interactive arts company Eden Arts (www.edenarts.net) we have designed a number of unique interactive arts projects using mixed medium formats including photography, sculpture, collage, digital art and canvas. The projects allow all sections of society to interact with our artists and take part in these living pieces of art, live in your retail environment

Event Package – Sports/Leisure



We can create sports zones on the malls/main spaces offering direct interactive sports experiences from laser football challenges, video gaming over sized games, through to individual sports and pastime sets from golf to surfing. Particularly popular during the spring to late summer trading periods to coincide with key sporting events.

Event Package - Music Festivals



We are the leading specialists in providing live music. Over the years we have created some of the finest music festivals and programmes across the UK in retail and mixed use locations. From world music festivals and classical music seasons through to cool jazz festivals and urban music showcases. Smaller Music on the Mall concepts has been a valuable tool for footfall retention and continues to be used in new and interesting ways.

Event Package – Circus/Alternative Performance



If you are looking for something different this is a must for your venue. Using highly trained circus and theatre professionals we programme the very best in alternative performance and circus skills on the mall/external spaces. From dazzling silk dancers through to contortionists and acrobats we create rich and lavish circus performances which can be tailored to any season or theme.

Event Package - Parades/Street Shows



We have created a number of high impact street parades and events from themed dance performances through to over 3000 community and professional arts taking part in a major Mardi Gras style city centre parade. Energy Live's award winning experience in planning these events, ensure every element of stewarding, policing, local authority liaison and on the day management is included.

Event Package - Christmas



Our clients have enjoyed great success with our Christmas entertainment solutions which can be designed to support retention and acquisition initiatives. Our events offer an eclectic mix of entertainment from character walkabout through to music programmes and highly successful Christmas arts workshops. These Christmas programmes can be tailored to any space and budget and can operate from the Lights On right through to Christmas Eve.

Energy Live has supplied a variety successful Christmas Launch concepts ranging from community parades, Santa Claus sets, celebrity light switch-ons, outside radio broadcasts and live performances.

Separate PDF available from www.EnergyLive.co.uk

Event Package - Fireworks Shows/Prom Concerts



Working with industry leading fireworks specialists we have been able to deliver a number of expert fireworks shows alongside concerts with live music and fireworks. These events have proved perfect solution for major VIP functions and mass public participation campaigns using pyrotechnic displays to cap a night of performance or as the launch to retail campaigns such as Christmas.

Event Package - Halloween



As Halloween goes from strength to strength in the retail calendar we have been developing a number of event concepts to support this celebration. Energy Live have a wide selection fun and interactive Halloween parades, mobile performers, staged entertainments, ghost tours and interactive costume making workshops.

Event Package – Family Interactive



Our child/family interactive events provide venues with a flexible and adaptable option to tailor into a Summer of Fun, Back to School or similar theme as a major weekend roll-out or as an extended promotional concept for school holidays etc.

Combining live music, dance, art, circus and street performance to create a fluid programme of entertainment for the family, these events are filled with performance and interaction in equal measure.

Event Package – Garden/Outdoor



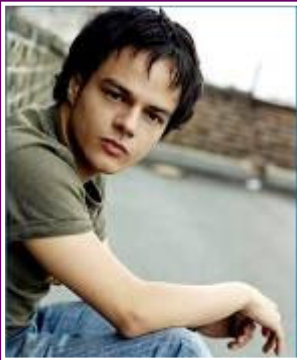
From funky Urban Garden Shows for city living through to production and entertainment at the Chelsea Flower Show, Energy Live created some exciting garden concepts that are perfect for retail presentations. Our Urban Garden Show presents today's city inspired gardens alongside a cool Urban Living market live on the malls of your centre.

Management Services - Community Outreach



The Energy Live team have established a strong working relationship with a number of key charities and local education authorities across the UK. These relationships offer clients a unique platform for sponsorship programmes and corporate social responsibility projects. We have adapted our music workshops through to charity concerts to compliment the client's strategy in over 100 community projects in the past 5 years.

Management Services - Celebrity Booking



The Energy Live team are one of the best known celebrity bookers here in the UK, having worked with Will Young, Jamie Cullam (*inset*), all of the X Factor winners and international artists such as Michael Jackson, Madonna and Sting. Whether it is for a product launch or high end VIP event, Energy Live look after all aspects of artist booking ensuring all contracts and delivery are in place for a successful event.

Event Package - Wedding Shows



Alongside our stunning fashion shows we have been developing a number of wedding show concepts which bring the complete wedding service live to the malls. From bride and groom fashions through to gifts, pampering and holiday offerings, our production concept can deliver it all. We will liaise with retailers and related supplier exhibitors to ensure that the highest quality presentation and choice is integrated into the full event design.

Event Package - Fashion shows



Our fashion show producers work closely with retailer's liaising on all the fine detail of our unique presentations on the mall. We use the very best production to create bespoke cat walk structures to suit your space and audience. Whether it is a straight catwalk show or a funky club fashion events you want, we fuse fashion with entertainment creating a memorable production.

Separate PDF available from www.EnergyLivemg.com



Entertainment - Dance

Flamenco, Salsa, Tango, Breaking, Swing, Bop & Lock, Jazz, Tap and Merengue are all part of our stunning new formats which are hugely popular. Authentic costuming and music added to dance, create an exciting fusion of sound, colour and movement. Perfect for a summers day!



Entertainment - Cabaret

With a mix of Moulin Rouge, comedy and jazz, this special programme focuses on alternative performance from across Europe. Performers of the highest calibre will adapt their club-style to a more accessible, yet still intimate retail experience.



Entertainment - Classical Chill Out

This programme of wonderful classical chill out music will fill your space with over 700 years of classical heritage. From mini chamber orchestras, to flute quartets and harp duos, we will present some of the very best in classical groups suitable in both corporate and consumer events and celebrations.



Entertainment - World

Gamelan, Steel bands, Irish Folk, Bangra, African drumming and much much more make up our exciting programmes of world music and dance. Our acts, in full costume perform accessible yet authentic and entertaining performances of their traditional artistry. A perfect option for a retail space.



Entertainment - Jazz

Energy Live have a strong reputation of jazz promotion, and can present some of the finest signed and unsigned jazz in the UK. From Swing and Traditional, through to Funk, Groove, Cool and Contemporary Jazz, Energy Live has it covered.



Entertainment - Chill Out

From urban grooves to unplugged pop and original chill out classical music, we are programming some of the finest chill out music available. These programmes are ideal for modern contemporary spaces where sound is an issue, but style is of utmost importance.



Entertainment - Dance

From contemporary ballet to modern tap, pop and street dance forms, a programme of dance is a great way to entertain guests in your space. With the perfect balance of costume, music and movement, we feel these projects are some of the best for retail spaces.



Entertainment - Latin

Amazing costumes, contagious beats, and interactive performances all make up our programmes of Latin music and dance. With great bands and stunning dance troupes, we are sure to provide you with a performance solution that your space requires. A perfect project for the summer.



Entertainment - Big Nights Out

For a number of key retail spaces and public spaces across the UK, Energy Live has designed and delivered projects as diverse as 'Wartime Memories' to 'Rat Pack nights', and stunning visual dance displays as key shows within these spaces. These have worked very well for corporate celebrations and marketing campaign launches.



Entertainment - Divas

This programme offers sassy vocals from some of the hottest female talent in the UK. From Soul, Jazz, Funk, Latin and R&B, our vocalists have it all. Energy Live are able to supply a series of Diva performances to your venue. A popular mix of styles perfect for a modern retail space.



Entertainment - Comedy

Energy Live's track-record in combining programmes of music and comedy, side by side with new comedians, as well as established acts, adds an unique and off-beat dimension to events/programmes at your centre.



Entertainment - Unplugged

Energy Live experience of running musical production in retail spaces with sound restrictions has evolved our unplugged concept. We can provide covers bands and original groups performing classic unplugged music by artists such as U2, REM and Alanis Morissette. No problem with volume with this project, as it is totally unplugged.



Event Package – Car Shows/Exhibitions

Energy Live can provide all required technical and entertainment production to enhance Car Shows or any exhibition format.

For further information please contact Energy Live at the following Spirit offices:

**Republic of Ireland (Dublin):
UK & NI (London):**

**00 353 (0)1 1806 9000
00 44 (0)208 543 0110**