



## Setting the Agenda for '07

At the end of last year, we asked 10 top event pros for their New Year's resolutions. Their responses provide a snapshot of the industry's goals and challenges for the months ahead. *By Alesandra Dubin*



**ADRIENNE LEVEY** is the senior development officer for events at AIDS Project Los Angeles. Among the big events she works on is APLA's annual Academy Awards viewing party at the Abbey.

**What are your New Year's resolutions?**  
To have thinner thighs, and simultaneously help save the planet.

**What is your top goal for 2007?**

To continue to raise much-needed funding for those living with HIV/AIDS here in the Los Angeles area while at the same time constantly trying to reduce costs. And, of course, given that we live in a city filled with exciting fund-raising events on a daily basis, to make APLA's events buzz-worthy and fun for those who pay to attend.

To pay my staff what they really deserve.

**What do you think the event industry's biggest challenge will be in 2007?**

To keep proving our validity in the business world as real businesses and not as fluff, and to be paid for our services as a real business should.



**TOMIKO IWATA** is vice president of special events for Fox Broadcasting Company, charged with finding creative event ideas to promote shows like American Idol.

**What are your New Year's resolutions?**

To be as focused on what is happening in the world as I am in creating events.

The challenge will be to expand the focus on innovative branding and marketing in addition to building strategic partnerships to mitigate event costs.



**HILLARY HARRIS** is the director of Warner Brothers Studios Special Events, which worked on large events like the CW network launch in 2006 and is increasing its focus on bringing outside corporate events to the studio's facilities.

**What are your New Year's resolutions?**  
Work to live, instead of live to work.

**What is your top goal for 2007?**

Increase Warner Brothers Special Events' sales in the corporate and social markets.

**What are you looking forward to in 2007?**

Oceans Thirteen and more of George Clooney!

**What do you expect your biggest challenge to be in 2007?**

Getting the word out to potential clients that Warner Brothers Studios is not just a venue; my department is a full-service event production team that produces amazing events off-site for clients.

**What do you think will be the event industry's biggest challenge in 2007?**

Using a creative approach to producing fresh and unique events in an industry where costs are rising and budgets are shrinking.

*"With the war in Iraq*

The viewing portion of AIDS Project L.A.'s Oscar dinner and after-party filled a clear-top tent behind the Abbey.



Centerpieces of roses and hydrangeas adorned the tabletops at the dinner.



To decorate the cocktail space, Gabriel Pacheco Flower Design arranged yellow roses in test tube-like vessels.

For dessert, guests munched on cupcakes.



## Sponsor SBE Helps Growing APLA Benefit

The AIDS fund-raiser at the Abbey added the big-time nightlife group and a burgeoning guest list to its dinner tent.

ELTON JOHN'S PARTY DOWN THE BLOCK MAY BE THE MORE buzzed-about fund-raiser on Oscar night, but AIDS Project L.A.'s viewing dinner and after-party at the Abbey is a cozier alternative—and it's gaining steam every year. APLA's Adrienne Levey, who oversees the event, this year partnered with big-name sponsor SBE Entertainment Group, past partner *Equire*, and a handful of others. SBE's Sam Nazarian told the assembled guests that what started as a small, grassroots fund-raiser has grown into a party for more than 600, "and next year I hope to see 1,000. That's my goal."

For the pre-telecast cocktail hour, Gabriel Pacheco Flower Design placed yellow roses throughout the interior space in unusual arrangements, hung in delicate containers that looked like test tubes. The crowd moved into a clear-top tent behind the venue for the viewing party, where Pacheco combined roses and hydrangeas in warm, autumnal colors in towering centerpieces atop earth-toned table linens.

**AIDS PROJECT L.A.'S ACADEMY AWARDS VIEWING DINNER AND AFTER-PARTY**  
The Abbey  
Sunday, 02.25.07,  
5 PM onward

**Audiovisual Production**  
Exhibit Lighting Group Inc.

**DJ** Josh Peace

**Flowers** Gabriel Pacheco Flower Design

**Production** Bolthouse Productions/SBE

**Rentals** Town & Country Event Rentals

**Valet** King Valet Parking

The Abbey's in-house chef prepared a menu of mixed green salad with candied walnuts and sun-dried cranberries, and seared chicken breast on wild mushroom duxelles or four-cheese ravioli with roasted tomato truffle. Cupcakes—omnipresent on the special-event circuit—featured the logos of nominated films on their frosted tops. —A.D.