



**RESOURCE**  
Entertainment Group

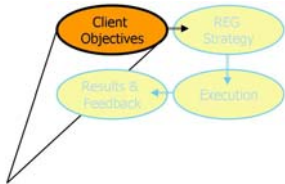
# Case Study

## Turnkey Event Production – Arena



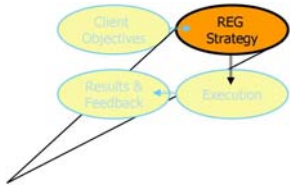
### Ludacris and Friends FedExForum (with 8Ball and MJG, Yo Gotti, and Kamikaze)

#### Client Objectives



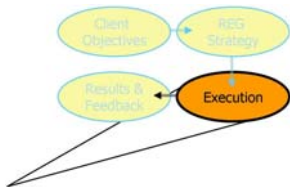
Trilennium Entertainment was a new promoter looking to stage its first major concert, and Trilennium chose Memphis' FedExForum as the venue in which to stage one of the largest rap concerts ever attempted in the Mid-South. FedExForum recommended that Trilennium hire REG to handle the complex production and artist management needs of this show.

#### REG Strategy



REG developed pro-forma financial analyses for the show, and helped Trilennium through critical decisions of timing and execution. Especially problematic was getting insurance in place for the event, and REG took the lead roll in getting the complicated and interlocking insurance coverage into place, which was critical to staging the production. REG also developed a production plan that included all aspects of concert management, from transportation and lodging to sound and lights.

#### Execution



REG oversaw a smooth load-in and technical set-up, and responded to late arrivals by artists with a flexible sound check schedule. REG successfully managed multiple entourages numbering more than fifty people backstage, and kept the show on schedule throughout the evening.

#### Results & Feedback



"This is definitely the smoothest running rap show I have ever been a part of."  
"Pepper" – manager, Yo Gotti

"We envision a very long-term relationship with REG."  
Walter Henderson - President, Trilennium Entertainment