

Company: RH EVENT GROUP
Company Description: Top event industry, producer and designer, Russell Harris brings his clients more than twenty years of expertise in exceptional event design and production. He has built a creative company, which helps clients achieve their objectives through the spectrum of live events. Practical experience and delivery of exceptional award-winning events has earned RHEG awards and recognition.
Nomination Category: Event Categories
Nomination Sub Category: Conferences & Meetings - Consumer Show
Nomination Title: IPW 2024 Opening Night Event: “Eats, Beats, and Streets”



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:
- Essay of up to 525 words
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:
3. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 524 words used.

Genesis: How do you unite numerous tourism and convention bureaus into one immersive experience that authentically captures the energy of Los Angeles? Our answer: “Eats, Beats, and Streets”—a high-impact opening event for IPW 2024, designed to welcome 5,000+ international travel buyers and media to LA by immersing them in the city’s cultural vibrancy beyond its iconic landmarks.

Goals: This event aimed to:

- Drive future international travel to the U.S., specifically Los Angeles and its sister cities
- Create a compelling, high-energy platform for face-to-face networking
- Highlight LA’s diversity through food, music, art, and immersive entertainment
- Leave attendees inspired to bring conferences, incentives, and tourism programs to LA

Development: Held at the Los Angeles Memorial Coliseum, a symbolic and historic venue, the event featured curated activations from tourism bureaus and sponsors representing LA’s many cities. Attendees were guided through a vibrant showcase of LA’s neighborhoods:

- Pasadena: A Rose Parade-inspired experience
- West Hollywood: A 40th-anniversary celebration
- Beverly Hills: 360-degree photo op glamor
- Santa Monica: Beach vibes, lifeguard tower, and roller crew
- Marina del Rey: Wellness-themed sailboat installation
- Warner Bros.: Gotham City meets Hollywood cocktails
- Olvera Street: Traditional Mexican fare and Layanda dancers

Authentic food and beverage stations spotlighted LA’s culinary diversity—street dogs, Thai food, sushi, Korean BBQ, chicken and waffles, Mexican foods, and more—and also included themed bars like the San Pedro Port Bar and Warner Bros. All reflective of Los Angeles and it’s multi-cultural reality.

Timed on May 4th, the event also celebrated Star Wars Day with a stormtrooper-led performance, and closed with a show-stopping private concert by Diana Ross and a fiesta of fireworks.

Sustainability & DEI Commitments: Sustainability was integrated from the start. We minimized waste through compostable food service items, and utilized LED lighting to reduce energy use. Scenic zones were multi-purposed or recycled to limit build waste, and floral and food decor was locally sourced.

We showcased the rich cultural diversity of LA’s neighborhoods, featured talent and performers representing a broad spectrum of backgrounds, and ensured vendor selection reflected LA’s diverse business community. The event was designed to be welcoming, representative, and inclusive for attendees of all cultures and backgrounds.

Challenges: We were awarded the project just two months prior, we compressed an eight-month production schedule into a high-stakes sprint. We faced:

- Late approvals and evolving creative input from multiple stakeholders
- Tight venue logistics and changing availability including a 3 AM load-in for critical installations. Labor cost was also a consideration.
- Navigating Diana Ross’s Concert rider
- Adapting in real-time to a surprise neighboring event

Our team met every challenge with flexibility, coordination, and precise execution.

Results: The event’s impact was measurable on some levels as this was the Opening Night of the conference:

- Attendance exceeded projections, with 5,000+ attendees
- Social media and post-event inquiries surged, generating excitement and bookings
- Participating tourism bureaus reported strong leads and partnership interest
- Attendees called it one of the most engaging IPW welcome nights in recent memory

By weaving LA’s neighborhoods into a single, interactive story, “Eats, Beats, and Streets” didn’t just entertain—it positioned Los Angeles as a world-class, multicultural destination for tourism and global events to a crowd of very interested global buyers.

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:
- Russell Harris Event Group
 - TEP
 - Lighten-up
 - A-1 Rentals
 - Town & Country
 - Archive Rentals
 - Hire Elegance
 - AFR Rentals
 - Form Décor
 - Knox-Los Angeles
 - Ari- Talent
 - GCE
 - Event Carpet Pro
 - DJ Lady Sha
 - DJ Jihaari
 - Wais
 - Asher Entertainment
 - LA Roller Crew
 - Lions Pride
 - Leyanda Dancers
 - Boom Entertainment
 - Mr Cartoon
 - Smile Crenshaw
 - Art Rebel
 - Power Trip
 - 200 proof
 - A3

Attachments/Videos/Links:

[IPW 2024 Opening Night Event: “Eats, Beats, and Streets”](#)

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