

Experiential

Stellar grand opening wows 55K+ guests

Our client sought to deliver an unforgettable grand opening of a local landmark theater across a two-day experience and performance extravaganza.

augeo

Talk to our experts to see how Augeo can grow your business

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55K+

in-person attendees



45

compelling performance groups



400

performers & celebrity emcees



320

platinum donors

Our expertise in experience design shone throughout the grand opening. An exquisite black-tie reception unveiled the theater with the Kansas City Symphony, featuring immersive entertainment like video projections, aerialists and fireworks.

The following day, a reception introduced the symphony hall, followed by a concert and post-performance dinner. The weekend finale attracted 55,000+ guests to a public open house, establishing the new center as a local landmark.

