Leadership Conference

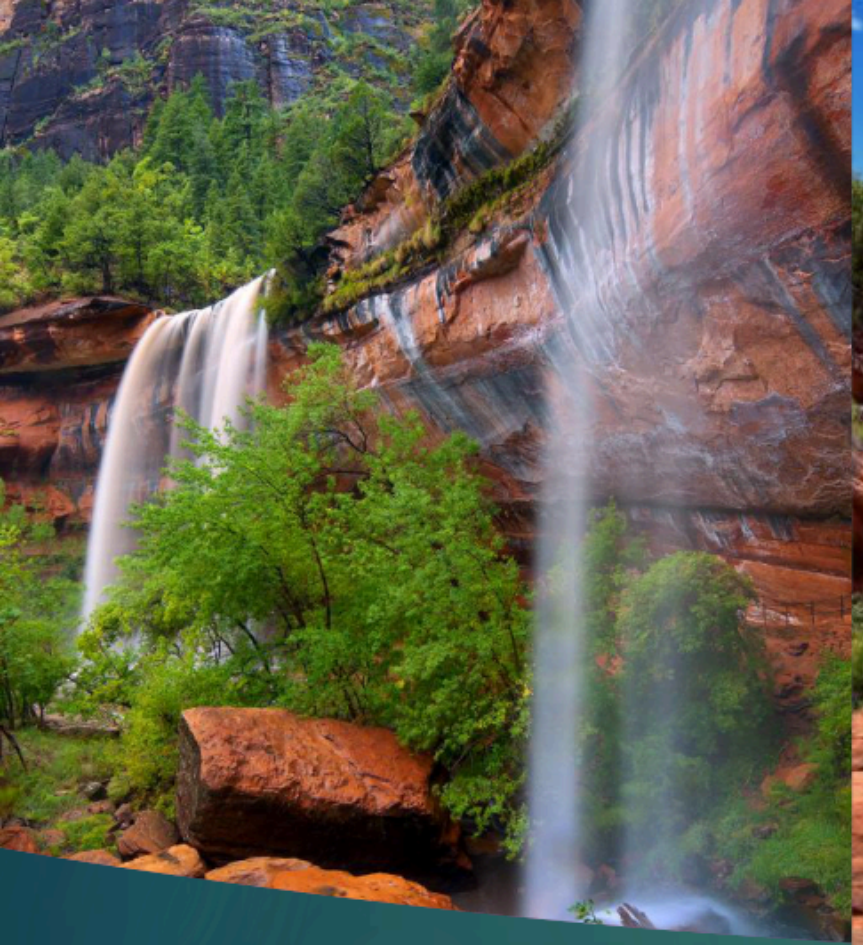
Event Concept & Presentation Design

Emerald Pools Oasis

Independent creative portfolio sample

Overview

- Concept and Inspiration
- Design
- Budget Components
- Final takeaways





Event Theme Overview

The Emerald Pools Oasis concept transforms a leadership conference ballroom into a serene, elevated canyon atmosphere inspired by the iconic Emerald Pools and other natural water escapes of Southern Utah. The design emphasizes flowing water, lush greenery, sandstone accents, and soft emerald lighting to create a calm, immersive, refined guest experience.

Entertainment enhances the environment with soundscapes, music, and performances organically connected to the canyon oasis aesthetic.

Desert Waterfall Serenity Design

Desert-Inspired Color Palette

A harmonious blend of desert rose, sage green, sandstone red, gold, and emerald creates a tranquil atmosphere.

Layered Textures and Ceramics

Décor showcases linen textures and sandstone ceramics for a tactile, sophisticated feel throughout the space.

Water and Greenery Features

Cascading greenery and reflective water centerpieces serve as focal points, amplifying serenity and elegance.

Soft Lighting Enhancements

Rose and gold lighting highlights sandstone stage elements, creating a warm, inviting ambiance.



Entertainment Concepts

Sophisticated Jazz Trio

A jazz trio cover band creates a modern, soulful, and elegant atmosphere, elevating the overall ambiance of the venue.

DJ with Didgeridoo Soundscapes

A DJ fuses didgeridoo soundscapes for transitions and ambient moments, providing a unique and immersive sonic experience.

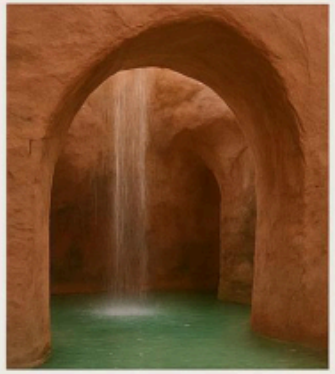
Adaptable Performance Styles

Entertainment can be roaming, staged, or on elevated platforms, flexible for various venue layouts and event formats.

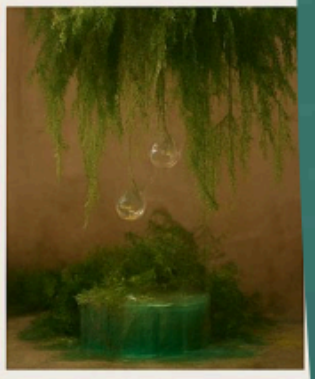


EMERALD POOLS OASIS

EMERALD POOL GREEN	DESERT ROSE	NAVAJO SANDSTONE RED	SANDSTONE CREAM	MOSS BLACK








Elevating Guest Experiences

Custom Desert Botanical Cocktails

Welcome guests with cocktails inspired by local desert plants, providing a distinctive and memorable flavor experience.

Relaxing Scented Ambiance

Enhance the environment using subtle scents of desert sage and florals for a calming, inviting atmosphere.

Sunset-Inspired Lighting

Create mood with gradual lighting transitions that evoke the colors of sunset fading into twilight.

Emerald Oasis Photo Installation

Offer a photo opportunity with a mini oasis featuring sandstone textures and soft, lush foliage for guests.

Transforming the Ballroom Oasis

Vertical Decor and Uplighting

Enhance the ballroom's height using vertical décor and uplighting, drawing attention to elegant chandeliers and ceiling features.

Emerald and Gold Accents

Neutral walls and carpet become a canvas for emerald greens, desert rose hues, and luxurious gold details throughout the space.

Immersive Entrance Experience

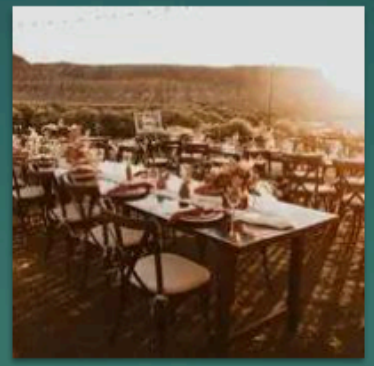
Create memorable entrances with lush canyon foliage, soft water reflections, and shimmering elements inspired by natural pools.

Visual Storytelling Screens

Utilize large projection screens for dynamic visual storytelling, enhancing the thematic atmosphere of the event.



Why It Works



Nature Meets Sophistication

Merging stunning natural settings with modern, refined event design creates a beautiful and sophisticated environment.



Balanced Entertainment

Entertainment combines energetic vibrance and elegance, ensuring harmony without overshadowing the natural surroundings.



Memorable Connections

A sensory-rich setting encourages celebration, authentic connections, and inspiring storytelling among guests.

Event Budget

Food and Beverage

Allocating budget for food and drinks keeps guests satisfied and contributes to a memorable event experience.

Entertainment

Budgeting for entertainment ensures attendees are engaged and enjoy the event from start to finish.

Décor and Lighting

Decorations and lighting accents create the desired ambiance, making the venue inviting and visually appealing.

Branding and Contingency

Signage and branding boost event visibility, while a contingency fund ensures readiness for unexpected expenses.

Total Budget:	**$56,000** *(before service charge & tax)*
Guest Count:	200
Estimated Cost per Guest:	$280



Budget Allocation Breakdown

Category	% of Budget	Dollar Amount
Food	38%	**$21,280**
Beverage	18%	**$10,080**
Entertainment	14%	**$7,840**
Décor + Floral + Lighting	22%	**$12,320**
Branding + Signage	3%	**$1,680**
Contingency	5%	**$2,800**
TOTAL		$56,000



Premium Dinner Experience

Gourmet Multi-Course Menu

The dinner includes premium entrées, a starter, and dessert for a complete culinary journey.

Elevated Table Presentation

Shared table enhancements and upgraded presentation create an upscale, festive ambiance for guests.

All-Inclusive Service Package

Staff and kitchen labor are included in the package, ensuring seamless service and excellent value.

Transparent Cost Structure

The estimated per-person food cost is $106, with a total of $21,280 for the event.



Premium Beverage Selection

Signature Cocktails and Wine

Dinner service includes two signature cocktails and wine, creating a memorable and elegant dining experience for guests.

Wide Variety of Spirits and Beer

The package offers a diverse selection of standard spirits and beer, ensuring options for different guest preferences.

Non-Alcoholic Enhancements

Guests can enjoy non-alcoholic options such as infused water, hibiscus, and sage, adding refreshing alternatives to the selection.

Cost Efficiency

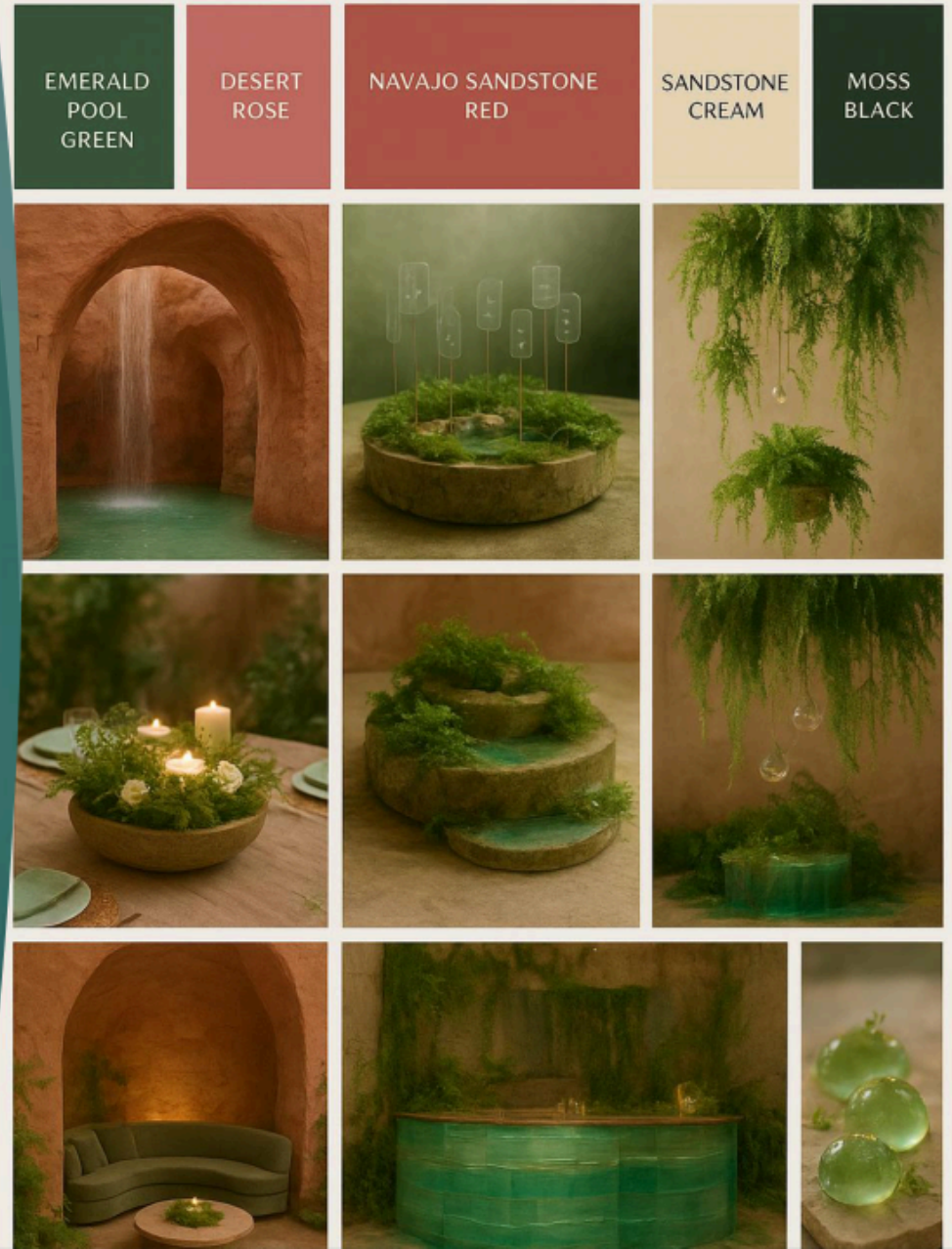
The estimated per-person cost is approximately $50.40, offering value for a comprehensive premium beverage experience.



Décor + Floral + Lighting – $12,320

- Focal Décor
- Cascading greenery "hanging gardens"
- Sandstone-textured entrance feature
- Low moss + fern aisle installations
- Tablescapes
- Stone bowls
- Candle clusters
- Oasis florals (fern, eucalyptus, Sahara roses, ranunculus)
- Lighting Enhancements
- Water-ripple projections
- Emerald & sage uplighting
- Gold accents for warmth
- Stage Design
- Sandstone + white drape treatment
- Greenery cascade
- Candle-lined edges

EMERALD POOLS OASIS



Entertainment – $7,840

Covers:

- Jazz Trio for cocktails
- DJ + Didgeridoo fusion set for dinner + transitions
- Lighting cue programming for the waterfall moment
- Basic AV support (not full in-house, but performance-specific)

If adding upgrades (aerialist, LED dancer, projection moment), we can scale within this line or increase.



Emerald Pools: Nature-Inspired Elegance



The Emerald Pools Oasis design creates an unforgettable celebration dinner by transforming the ballroom into a refined reflection of the region's natural beauty—bringing the serenity of Zion's alcoves, the shimmer of the Emerald Pools, and the warmth of desert sandstone indoors in an elegant, modern way.

Through cascading greenery, water-ripple lighting, and soft desert-rose accents, guests are immersed in an atmosphere that feels both luxurious and deeply connected to the surrounding landscape.

The carefully layered décor, elevated culinary presentation, and immersive lighting cues culminate in a true "wow factor"—a dramatic yet serene oasis reveal that transports attendees into a lush canyon environment, making the evening not just a dinner, but a breathtaking experience rooted in place, storytelling, and sensory impact.