



**DMCNETWORK**  
COMPANY

THE DETAILS



**END USER**  
VISALUS

**PROGRAM**  
VICLUB

**LOCATION**  
ST. LOUIS, MISSOURI

**DATE**  
NOVEMBER 1, 2012

**ATTENDEES**  
1,000

OUR PLAN

Our client, ViSalus, challenged us to find the perfect nightclub for their after-hours event celebrating their top-earners. With no traditional nightclubs available for a group of this size, we looked for non-traditional venues to transform. Our team utilized an eclectic museum located in the heart of downtown and turned the museum into "ViClub," a three-story nightclub. Each floor would be transformed, giving guests the opportunity to find the area that matched their mood for the night.



THE CHALLENGE

Our main challenge throughout the program was our client's struggle to get things approved with the company founders. With the "powers that be" insistent on using a traditional nightclub for the event and our client's desire to move outside the box, the planning process hit many snags. We provided our client multiple presentation pieces to aid him in pitching the event and he was ultimately given the green light.



OUR SOLUTION



As the night came to a close, we realized our vision had truly come to life. Our client loved that it was completely unique from the prior year. The evening of the event, our client received big kudos from his bosses. Our team helped make our client look good and at the end of the day, that is what it is all about!

2014 ADMEI  
ACHIEVEMENT  
AWARDS

BEST INNOVATIVE EVENT \$50,000-\$100,000