

# EVENT CONCEPT FILM SCREENING

SKY-FRAME

# AGENDA

- Vision
- Objectives
- Target group
- Communication & Organisation
- Venue
- Program
- Schedule
- Catering
- Photographer / Decoration
- Goodie bags
- Cost overview

# VISION

The documentary series “**Women in Architecture**” (WIA) produced by Sky-Frame is a stimulus for inspiration, discussion, and reflection about the evolving role of women in the architectural industry — a multifaceted project that presents a perspective worth sharing.

Sky-Frame positions itself as initiator and supporter of a socially relevant topic in the architectural industry and beyond.

The film screening event will be intimate, engaging, and designed to inspire conversation.

# OBJECTIVES

- Raise awareness about the role of women in architecture
- Seek to inspire the future of architecture and facilitate meaningful exchanges around a socially relevant topic, share ideas
- Create networking opportunities for guests in the architecture and design industries
- This event aims to align the company's values with the themes of innovation, design excellence, and inclusivity

# TARGET GROUP

Guest count: 20-30 guests excl. internal staff

## Target group:

- Architects
- Architectural students
- Designers
- Real estate developers and builders
- Journalists
- Industry influencers
- Key clients

# COMMUNICATION & ORGANISATION

- Event request info to Sky-Frame: min. 8 weeks in advance
- Sky-Frame will prepare all relevant event communication in digital format:
  - Save the Date
  - Invitation
  - Thank you card
- The local organisation of the event and the invitation process are the responsibility of the sales partner
- Sky-Frame supports in event consultation, provision of communication material and Goodie bag materials

# **WOMEN IN ARCHITECTURE**

PART TWO



# VENUE

- Possibility to use Sky-Frame Showroom (if available)
- A stylish and minimalistic architectural space or a modern gallery
- Ideally, it should feature architectural elements that align with the contemporary design of Sky-Frame
- Alternatively: A boutique cinema with a premium, intimate screening room (capacity: up to 40 guests)
- The venue should not feature products from competing brands





WOMEN  
IN ARCHITECTURE

# PROGRAM

- Film screening (part 1 or 2 / both parts combined) – film length: 22 min
- **Panel discussion (optional)\*:**
  - Invite a female architect or architectural professor to speak briefly about the themes of the film or her experiences in the industry
  - Optional: invite a female moderator (expert of the architectural industry) to engage between expert(s)
  - Moderated Q&A session with the audience
- Networking / Flying Dinner
- Optional: DJ music
- Distribution of Goodie bags

\* Alternatively, a Sky-Frame ASM or sales partner can serve as a moderator, receiving training and a question catalogue provided by Sky-Frame.



# SCHEDULE

Preferred event day: Thursday evening (e.g. 06.00 – 10.00 pm)

06.00 pm:	Reception with welcome drink
06.30 pm:	Welcome speech and introduction by a Sky-Frame representative
06.35 pm:	Film screening «WIA» (22') – optional: screening of part 1 and 2 in combination
07.00 pm:	Optional: panel discussion between moderator and female expert(s) / insights from personal experiences of female expert(s)
07.30 pm:	Networking & Flying Dinner (optional: DJ music)
10.00 pm:	End of event

# CATERING

- Flying dinner (bowls, artisanal sandwiches, cheese platters, etc.)
- Alternatively: buffet with finger food
- Snack: popcorn during film screening (popcorn bags provided by Sky-Frame)
- Beverage selection:
  - Non-alcoholic drinks
  - Sparkling wine (welcome drink)
  - Wine / beer
  - Optional: Signature Cocktail (only available during flying dinner)



# PHOTOGRAPHER / DECORATION

## Photographer\*:

- An event photographer must be chosen
- No posed pictures may be taken, only spontaneous snapshots
- Image rights and personal protection must be observed

## Floral decoration:

- The floral decoration should be kept in pastel colors, in white or cream shades
- Do not use bright colors, do not use roses
- Do not attach external logos to flowerpots
- Lightning in order to create a good atmosphere

\*  
applicable if selected optionally

# GOODIE BAGS

## Mandatory content of Goodie bag\*:

- Sky-Frame paper bag
- Brochures
- Photo book

Sky-Frame will cover all expenses, including the Goodie bag materials and delivery costs, and ensure the materials are delivered to the specified address. The total amount will then be deducted from Sky-Frames overall financial contribution.

\* All additional Marketing materials are optional and must be fully covered by the sales partner.





A VIEW,  
NOT A  
WINDOW.



# COST OVERVIEW

Event venue rental fee	CHF 3'000
Food & Beverage	CHF 2'500
Event technology	CHF 1'500
Moderator / speakers (optional)	CHF 1'000
DJ (optional)	CHF 1'000
Floral decoration	CHF 500
Photographer (optional)	CHF 1'000
Goodie bags	CHF 1'500
Total event costs (optional costs not included)	CHF 9'000

**Sky-Frame's financial contribution to the event will be determined by the Area Sales Manager. Event consultation, the provision of communication templates and Goodie bag materials will be handled by Sky-Frame. The costs are estimated based on assumptions for max. 30 guests. Costs will vary depending on infrastructure, location, and currency.**

**IMPRESSIONS FILM PREMIERE SCREENING**  
**«WOMEN IN ARCHITECTURE – PART TWO»**  
**LONDON, SKY GARDEN**

**SKY-FRAME**









# WOMEN IN ARCHITECTURE

SKY-FRAME



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NOT A  
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