

MASTERING CORPORATE PRODUCTION DESIGN

Immersive Production & Atmosphere Curation | Official Course Syllabus

INSTRUCTOR	Reaonna Chavis, Founder & Executive Director	FORMAT	2-Day Live Zoom Masterclass (4 Hours Total)
TARGET AUDIENCE	Senior Producers, Creative Directors, Luxury Brand Managers	PREREQUISITES	Experience in event management or creative production
PRICING MODELS	Corporate Team: \$2,500 (up to 10 seats) Individual Seat: \$499	INCLUDED ASSETS	Student Companion Guide & PDF Certificate

EXECUTIVE OVERVIEW

This flagship masterclass provides an elite deep-dive into the art and operational mechanics of luxury production. Led by Reaonna Chavis, participants will explore spatial restraint, ambient acoustics, high-level Run-of-Show engineering, and post-production asset leverage to establish true authority in the high-end production space.

CURRICULUM BREAKDOWN

Day 1: Environmental Curation & Atmosphere Design (2 Hours)

Module 1: Luxury Spatial Flow & High-End Aesthetics (60 MINS)

- The 4 Pillars of Luxury Spatial Design: Negative space, focal hierarchy, material quality, and acoustic absorption.
- Eliminating visual clutter: Concealing technical infrastructure and designing clear sightlines.
- Floorplan Drafting Exercise: Marking primary flow pathways and hero activation moments.

Module 2: Soundscapes, Lighting & Gastronomy Curation (60 MINS)

- Architectural Lighting: Utilizing warm 2700K pin-spotting and ambient washes over harsh overhead fixtures.
- Curating bespoke food, beverage, and acoustic soundscapes aligned with brand story.
- Interactive Sensory Mood Board Creation.

Day 2: Production Strategy & High-Stakes Delivery (2 Hours)

Module 3: Run-of-Show Engineering & Talent Direction (60 MINS)

- Technical Run-of-Show (ROS) construction: Synchronizing audio cues, lighting changes, and stage action.
- Briefing and directing executive speakers, VIP talent, and creative partners.
- Hands-on Workshop: Drafting a 15-minute high-impact opening segment ROS table.

Module 4: Post-Production Experience & Brand Retention (60 MINS)

- Directing media teams to capture high-value, authentic content over staged photography.
- Executing the 48-Hour Retention Campaign: Teaser galleries, summary decks, and highlight reels.
- Final Masterclass Wrap-Up, Q&A, and Certification Conferral.

KEY LEARNING OUTCOMES

- Mastery over luxury environmental aesthetics and multi-sensory atmosphere curation.
- Ability to engineer technical minute-by-minute Run-of-Show documentation.
- Comprehensive understanding of post-production media acquisition and brand retention.

TAKE THE LEAD IN IMMERSIVE PRODUCTION

Book your masterclass or request corporate licensing options at themaineventpremiergroup.com