



www.williamsgerard.com

## case study / Battle of the Bands

Williams/Gerard has always been a firm believer in corporate social responsibility and we take pride in furthering social causes in tandem with our clients. When our long-standing relationship with the National Cable & Telecommunications Association (NCTA) provided us the opportunity to produce an event to benefit the city of New Orleans and its rebuilding efforts, we jumped!

In addition to creating an expansive scenic environment for four general sessions for the 4,000 cable industry leaders attending, WG partnered with the NCTA's charitable arm, Cable Cares, to create an exciting evening of music that also allowed attendees to contribute to the local community's needs.

Instead of spending on name entertainment, for the last evening, NCTA and WG put on an original contest spurred by friendly competition between cable companies.

In the style of American Idol, NCTA and WG produced a "Battle of the Bands", with ten competing cable organization "garage bands", judged by rock n' roll notables Jeff "Skunk" Baxter, Jordan Berliant and Hugh Surratt. Produced with two complete sets of audio and back line equipment, the bands alternated stages throughout the evening. The audience voted for their favorites using mobile phone short codes, concluding with a winner. The texting generated revenue which served as a contribution to the many New Orleans causes supported by Cable Cares.

