



## The WOW Factor

First impressions are always so important. Professionals say you have thirty seconds or less to make a first impression. Whatever happens during that time sets the stage for your event. You are creating positive impressions that will open minds and create a lasting memory of your event.

"It's about the WOW factor," says Scott Hornak CEO of Craig Scott Entertainment. "We always try to help our clients create that sense of arrival and make their events stand out from other events."

## Pick A Theme...

The talented members of the Craig Scott design team will work with you to think outside the box and create something truly exciting. A recent event had an "Aladdin" theme. Hornak explains "We created an arrival with Arabian musicians performing on the steps of the entrance greeting the guests outside, followed by women in Arabic outfits with giant leaf fans cooling you down."

Another event this fall had a stairway lined with violins creating such a truly elegant effect. For this past holiday season the company had carolers in traditional

Dickens outfits outside the venue greeting guests as they arrived putting everyone in the holiday spirit. "It's those first few minutes that are priceless, like they always say, you only have one chance to make a great first impression," explains Hornak.

Craig Scott Entertainment certainly has the resources to back them up. Just one look at their web site (<http://www.craigscott.com>) and you'll see they have a full palette of musical spectrums to compliment your event. Whether you're looking for violin herald trumpeters, solo musicians or something non musical like models or specialty performers to set the stage, discuss your ideas with the team at Craig Scott Entertainment, they can come up with ideas that you can't help but get excited about.

With offices located in Manhattan and New Jersey, and a creative staff that will give your personal attention, your ideas can become a reality sooner than you think.

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866-587-1066  
[www.craigscott.com](http://www.craigscott.com)

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