cyrius MediaWorks
Strategic Sound & Vision

Best Practice Sound Design *for Corporate Events*

Sound design is crucial for events. From conferences to product launches. It shapes the atmosphere, highlights key moments, and enhances the attendee experience. Thoughtful audio planning makes your event more memorable.

Key Audio Branding Elements

- **Assess the venue.** Understand acoustics and audience placement.
- **Clear audio for speakers.** Lapel or handheld mics, monitored live.
- **Layered sound.** Music, effects, and ambient sounds that enhance, not overpower.
- **Cueing & timing.** Align sound effects and transitions with the program flow.
- **Accessibility.** Ensure clarity for all attendees, including hearing-impaired options.

"Sound is often the silent hero of your event. It can make moments unforgettable or forgettable."

Practical Checklist

- ☐ Venue soundcheck complete
- ☐ Microphones & backup tested
- ☐ Audio cues programmed
- ☐ Background music set at proper levels
- ☐ Sound technician on site for live adjustments

Common Pitfalls

- Overpowering speeches with music
- Ignoring stage-to-audience sound coverage
- Improperly timed cues
- Last-minute adjustments without testing

Cyrius Media*Works* designs audio experiences that keep audiences engaged, reinforce branding, and make corporate events truly stand out.

Talk to us about a project –
Call Stefan 0408 868 292

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We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.

Visit our website for more information:

cyriusmediaworks.com

Cyrius MediaWorks is a professional recording and production studio, delivering high-quality audio for music, media, and business. Part of Cyrius Media Group, we're based in Ryde and proudly serve all of Sydney.

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