cyrius MediaWorks
Strategic Sound & Vision

Sound Design for Corporate Events: *Tips & Trends*

Events are about experience and sound plays a bigger role than you think. Music, effects, and clarity shape how your audience feels and remembers the day. Smart sound design transforms a corporate event from functional to unforgettable.

Key Sound Design Tips

- **Use audio cues.** Subtle music or effects to guide transitions.
- **Align with brand.** From music style to voiceovers, sound should reflect identity.
- **Prioritise clarity.** Every seat should hear speeches and panels clearly.
- **Enhance immersion.** Surround sound or directional cues add impact.
- **Stay current.** Modern events lean toward cinematic soundtracks, not jingles.

"Sound is the invisible ingredient that makes your event memorable."

Practical Checklist

- ☐ Venue acoustics assessed
- ☐ Quality PA system
- ☐ Mics tested (lapel/handheld)
- ☐ Walk-on music selected
- ☐ Cue sheet created for AV team

Common Pitfalls

- Overpowering background music
- Ignoring the back rows. Make sure your sound carries to the back of the room
- Using generic stock tracks with no brand fit
- Leaving sound as a last-minute add-on

Thoughtful sound design elevates events, energises audiences, and strengthens brand presence. **Cyrius Media*Works*** combines technical expertise with creative audio direction to deliver unforgettable experiences.

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