

# Coke's Centennial Is It!

## Radio City Music Hall Productions' Business Meetings/Events Division Entertains 14,000 at Coke's Gala



When you celebrate your 100th birthday and your name is Coca-Cola, it's gotta be some party. And it was—with 14,000 guests from 157 countries.

To fill the tall entertainment order for such a party, Radio City Music Hall Productions' Business Productions/Events Division was called upon. Events Producer Barnett Lipton responded by presenting renowned jazzman Lionel Hampton, immortal rock 'n roller Chuck Berry, singer Marilyn McCoo, comedian Fred Travalena and a variety of top jazz groups.

That lineup was for "Coca-Cabana," the cabaret-style main-stage entertainment. The elegant black-tie affair for 14,000 at Coca-Cola's home in Atlanta was one of the largest private parties ever staged.

### The show keeps rolling

There was more. For the grand finale of a week-long celebration, the Business Productions/Events Division produced over 40 themed acts for "Main Street Coca-Cola," one of two entertainment sections covering the 18-football-field area of the Georgia World Congress Center in Atlanta.

The talent for "Main Street Coca-Cola" included stunt cyclers, break dancers, an exotic Filipino dance troupe, and still more singers and jazz ensembles.

Coca-Cola is among the many companies that have found entertainment an effective means of introducing and promoting products, motivating sales staffs, communicating specific ideas, and celebrating business success. But for an entertainment event to be successful, it demands planning, writing, talent, stage production, and management skills of the quality that characterizes a Radio City Music Hall box-office hit.

### Production quality, not budget, is the key

"The key to effective communication here is not necessarily the size of the entertainment budget, but rather, that the *quality* of the production is on a par with the standards that audiences have come to expect from stage and screen," said Michael Walker, RCMHP's vice president of Marketing and executive producer of the Business Productions/Events Division.

With its production quality standards and entertainment skills well established, Radio City Music Hall Productions created the Business Productions/Events Division to serve the special needs of corporate and commercial clients.

Other events produced by the division include Electrolux sales conventions in Hawaii and Bermuda, featuring country music stars Glen Campbell and Loretta Lynn and a full-scale stage production; the nationally televised half-time celebration of the Florida Citrus Bowl's 40th anniversary; and a major event for the Million-Dollar Round Table, an association of the country's leading insurance agents.

