



**STANDOUT  
PRODUCTION**  
RISE BEYOND, STAND OUT WITH US

# EVENT DELIVERY LEADERSHIP

DECISIONS DEFINE THE OUTCOME

# MOST EVENT PROBLEMS ARE NOT TECHNICAL

They are decision problems.

- Budget wasted without impact
- Wrong priorities
- Disconnected execution
- No ownership of the final outcome

**THE PROBLEM IS  
ABSENCE OF CONTROL**

# EXECUTION STARTS LONG BEFORE THE EVENT DAY

*The quality of the event is defined long before the first screen is installed or the first light is turned on.*

It starts with:

- The right decisions
- Clear priorities
- Aligned systems
- Structured execution

**I TAKE RESPONSIBILITY FOR  
HOW THE EVENT ACTUALLY WORKS**

# TURNING COMPLEXITY INTO STRUCTURED EXECUTION

- Define the right setup for the real objective
- Align all technical and operational parts
- Coordinate execution as one system
- Solve problems before they become visible

**FROM IDEA → TO STRUCTURE → TO EXPERIENCE**



# WHAT CLIENTS ACTUALLY GAIN

- Clarity before spending
- Structure before execution
- One aligned responsibility point
- Controlled delivery under pressure

**ONE SYSTEM**  
**ONE RESPONSIBILITY**

# SERVICES

## Strategic Event Planning

Define what actually matters before anything starts. Align goals, format, and investment.

→ Clear roadmap, no wasted effort.

## Concept & Environment Design

Turn ideas into clear visual decisions. Stage, stands, and venue-based previews.

→ Confident decisions before spending.

## Hybrid Experience Systems

Design how the event works for both room and online. Streaming and controlled interaction.

→ One unified experience, fully controlled.

## Production & Spatial Execution

Stage, LED, Sound, Lighting, Expo Stands. Everything structured as one system.

→ No gaps between components.

## Live Execution Control

Vendor alignment, on-site coordination, real-time decisions.

→ Stable execution under pressure.

## Advanced Visualization

Upgrade concepts into realistic visuals. From sketch to full environment preview.

→ Faster decisions, stronger alignment.

# DECISIONS DEFINE PERCEPTION

- Where budget creates impact
- What audience experiences
- What stakeholders remember

*Not more production*

**BETTER DECISIONS CREATE  
STRONGER EXPERIENCES**



# FROM NO BRIEF TO FULL EXECUTION

*Client: Rebranding — no concept, no direction.*

- Defined full stand concept
- Designed structure
- Led all execution decisions

**TURNING UNCERTAINTY INTO PRESENCE**





## HYBRID EVENT UNDER FULL CONTROL

- Full AV system integration
- Broadcast coordination
- Multi-team alignment

**WHEN EVERY SYSTEM  
HAD TO WORK AS ONE**

# TURNING COMPLEXITY INTO STRUCTURE

- Undefined requirements mapping
- Multiple performer coordination
- Backline negotiation & optimization

**MAKING COMPLEXITY INVISIBLE TO THE AUDIENCE**



# EMBEDDED IN YOUR TEAM

*As someone invested in how the event actually performs.*

- Represent your interests
- Challenge unnecessary costs
- Stay involved until final delivery

**WORKING IN ALIGNMENT WITH YOUR PRIORITIES, NOT AGAINST THEM**

# WHEN EXECUTION CANNOT FAIL

- When leadership is in the room
- When brand perception matters
- When multiple systems must work together
- When failure becomes publicly visible

**THAT'S WHEN  
STRUCTURE MATTERS MOST**



# SEE THE RESULT BEFORE COMMITTING

- Concept previews
- Venue-based concepts
- Visual clarity before decisions

**CLARITY BEFORE EXECUTION  
CREATES BETTER DECISIONS**

# NO GAP BETWEEN IDEA AND REALITY

## 01. DEFINE

Understand real  
Goals & Impact

What matters  
and what doesn't

## 02. PLAN

Strategy & Setup

Every decision  
before it costs

## 03. VALIDATE

Concepts  
confirmed

Nothing moves  
without clarity

## 04. EXECUTE

On-site full control

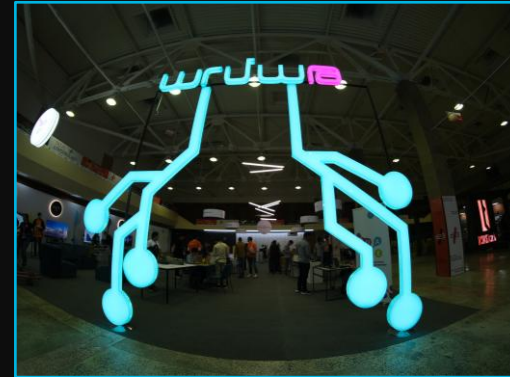
Solving in real time

## 05. REFINE

Breakdown supervised

Debrief documented

# FROM EMPTY SPACE TO EXPERIENCE



DIFFERENT FORMATS, SAME RESPONSIBILITY

*The audience never sees the complexity behind a well-executed experience. That's the point.*



**WHAT THE AUDIENCE REMEMBERS  
IS THE RESULT OF DECISIONS THEY NEVER SEE.**

**Let's make the right ones.**



Arthur AVETISYAN, Founder

+374 91 154505

[info@standout.am](mailto:info@standout.am)