



CASE STUDY

Save Earth's Oceans Flash Mob Event

LONDON SPEAKER HIRE: CASE STUDY

SAVE EARTH'S OCEANS FLASH MOB EVENT

Save Earth's Oceans is a non-profit environmental awareness organisation whose primary focus is to foster understanding about cetacean (whales and dolphins) intelligence, and raise public consciousness about the importance to humankind of conserving the oceans. Involved in a variety of community and scientific projects, Save Earth's Oceans is particularly interested in reaching out to children, educating and inspiring them to appreciate the immense beauty of ocean environments and their majestic inhabitants.



As part of a series of planned live concerts and global events aimed at raising funds for research into communication with cetaceans, a concert was held at Fairfield Halls, Croydon. 'A Concert for Whales and Dolphins - Singing the Oceans Alive' featured talented artists from around the world, including the Royal Philharmonic Concert Orchestra.



As a fundraiser for this concert, and to involve local children and the local community, Save Earth's Oceans organized a Flash Mob event outside Debenhams department store in the busy Croydon North End shopping centre. Featuring seventy pupils from the Helen O'Grady Drama Academy, the children and teenagers performed the classic Disney song 'Under the Sea', dancing and singing to the delight of both shoppers and parents who turned up in support.



London Speaker Hire was tasked with projecting the backing music for the event, with the greatest challenge being the lack of a power source. Fortunately, our LD Roadman 102 battery powered portable speakers were ideal for the job, and with two of them daisy-chained together we could ensure the sound was satisfyingly large.

With the Flash Mob lasting only five minutes or so, our engineer experienced no real issues, but he turned up half an hour early to ensure that everything was ready for the event, and worked closely with event organiser Isabel Kelly to map out timings, ensure sound levels were ideal, and to work out parking issues to make sure setup went smoothly - a critical factor for such a short event!



We are pleased to say that everything went exceptionally well (and without any technical hitches!). The kids had a great time, many shopping centre visitors stopped to watch and listen, and some even joined in the singing too! A video of the event is available [here](#). Isabel was very happy with the assistance provided by our engineer-

“It went really well and Charlie was a fantastic help. Thanks again for being so helpful and generous. It went really well and the children loved it.”

We are just happy that we could help out by offering a charity discount, and have discussed plans for working together on future events, as Isabel felt our service was excellent.

