



The Art of Producing a High-Visibility Event: North American Leaders' Summit

Engaging a global audience from a safe position

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Opportunity. The trilateral annual North American Leaders' Summit (NALS), held at the National Gallery of Canada (NGC) brought together the heads of state of North America: Canada Prime Minister Justin Trudeau, former U.S. President Barack Obama, and Mexico President Enrique Peña. In addition to the high-profile nature of this type of meeting, NALS had the added element of being hosted in one of Canada's premiere art galleries. This extremely sensitive environment presented myriad challenges for staging a production meant to satisfy attending international media.



Formulate. Freeman was entrusted to manage a complex range of solutions including audio visual, lighting, signage, backdrops, and décor — all amidst a location housing priceless art and within the parameters of three of the most stringent security agencies. As an event partner of the NGC and drawing upon our veteran experience for this caliber event, we became an integral part of the security strategy — both for the high-profile dignitaries and the priceless art.



Build. To provide an extra layer of privacy and protection to the dignitaries, we installed approximately 300' of foam core on the window side of the NGC Colonnade, going 10' high all the way up the hallway and accompanied by hundreds of feet of gray drape throughout the building. Throughout the program, team members kept an allotted distance from all artwork and wore white gloves during installations to protect the pristine condition of the collection. Included in the high-tech, encompassing production were simultaneous translation services for the press (English, French, and Spanish).



Debrief. The NALS convened seamlessly, a first-class platform for the press to cover and broadcast worldwide — within an intimate atmosphere where three world leaders safely discussed the issues of their time. The outcome of the meeting potentially affected more than 440 million people and set the stage for another summit in Canada for the following year.