

explore

& get inspired →

The BLUE MOON way

Our team is a diverse mix of individuals, each with different personalities, expertise and backgrounds. We like to call the outcome of this vibrant group dynamic “The BLUE MOON way”, a unique way of working together. We operate as a close-knit unit and provide our clients a solution with one goal in mind: delivering a high qualitative result.

Purpose

A well-defined purpose serves as a guiding light, aligning our team members towards a shared objective.



**we strengthen
your message**

Across all departments, functions and projects, BLUE MOON's core purpose is to strengthen the message. Whether it's installing up a meeting room, creating a corporate video or offering technical support for a corporate event – our goal remains consistent. **We strengthen your message** through all aspects offered by the audiovisual world. In doing so, we always focus on two pillars that are close to our hearts: **technology** and **creativity**.

Values

Our values define the very DNA of our company and describe *how* we operate. BLUE MOON has a strong company culture based on four tangible values:

people make the show

Human relationships create an energy in which enthusiasm and collegiality go hand in hand.

At BLUE MOON, we believe that “people make the show”. Our true strength lies in the exceptional people who make up our team. We find nurturing positive relationships among colleagues is essential and believe it is critical in achieving the best results. We regularly organize fun moments together such as team buildings, BLUE MOON cafés and engaging monthly sports activities.

build confidence, be **transparent**

Build confidence, be transparent: We build relationships based on trust thanks to transparency. It's the key benchmark for communication between colleagues, suppliers, customers and other stakeholders.

Transparency is an essential element for good cooperation. In doing so, we always strive for a sincere and open form of communication. We implement a feedback culture after every point, even if there are only positive remarks.



make it happen, make it **worth**

A relentless focus on quality, preparation and safety. At BLUE MOON, we think of every detail.

Every employee is committed to performing their role in the chain. Our goal is to look back on successful projects together. Therefore, it is important also to develop strong structures and systems. The extensive, supporting processes, such as a planning system, tracking app, safety rules and strategy, contribute, along with precise preparations, to the success of the executive work. We apply SCC to structure our commitment to the safety of our activities.



driven by **development**

A strong appetite for development and growth. Stay inquisitive!

BLUE MOON encourages lifelong learning. We dare to question things and invest time and resources in innovation and training. Our BLUE MOON Academy is integral to our corporate culture, offering all employees yearly course opportunities. We concretize innovation through dedicated meetings and working groups, implementing new ideas quickly in our daily work.

Facts & figures

**international
experience**



**Voka Charter
Duurzaam
Ondernemen**

**intensively committed
to sustainability**



56%

**percentage of people that have
acquired a bike through our cycling plan**

48%

**of employees
are shareholder**



all employees are VCA certified



43

number of employees

103

record amount of
people working for
BLUE MOON on 1 day



1080

projects
per year

24/7
available
all year long

HQ Aartselaar

commercial office
Brussels

What we do!



Event Production

pages 9 - 30

Let's talk about events! Our project managers meticulously prepare the initial concept of your event. When the big day arrives, BLUE MOON ensures a perfect technical result thanks to our crew's personal and efficient approach. From large gatherings to intimate audiences, online to live interactions, big venues or studio set-ups, our technical support covers a wide spectrum of events.

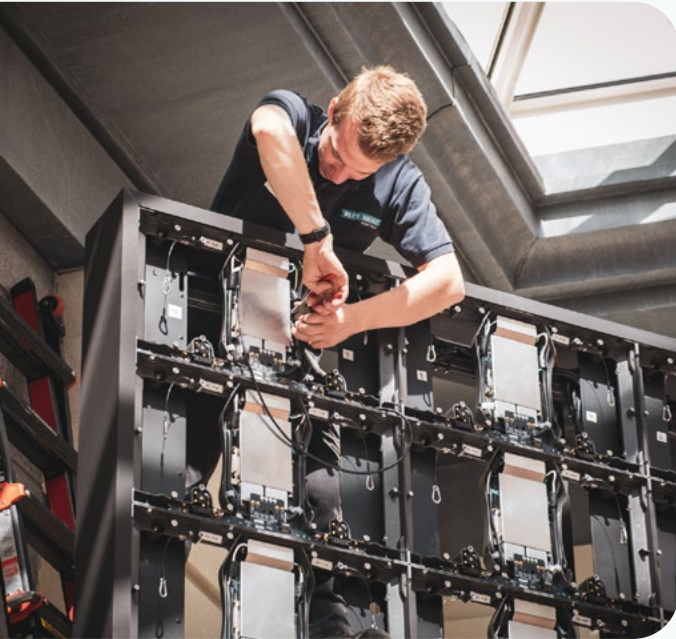
Content Creation

pages 43 - 52

An image says more than a thousand words. BLUE MOON translates your (corporate) message or idea into a solid story. We do this through Odys, our dynamic content hub where we combine video, computer generated content and photography. Nowadays, a visual identity is indispensable and omnipresent. Our Odys team creates a message that stands out from the crowd. The creation process always starts with listening to your question and ends with content that evokes emotion and generates impact.

odys
DYNAMIC
CONTENT
HUB





Pro AV solutions

pages 31 - 42

In today's fast-paced and digitalized world, efficient communication tools are more important than ever. Are you looking for a corporate streaming studio, a fully equipped meeting room, a conferencing set or something completely different? Our project managers are happy to help you from your idea to the execution. At Pro AV solutions, we use the latest AV technology, trends and equipment to ensure you get the best solution. According to your needs and wishes, our team of experts will design a fully integrated audiovisual solution. BLUE MOON connects the dots and delivers a result where sound, video, light and IT are combined to one system.

BLUE MOON Studios

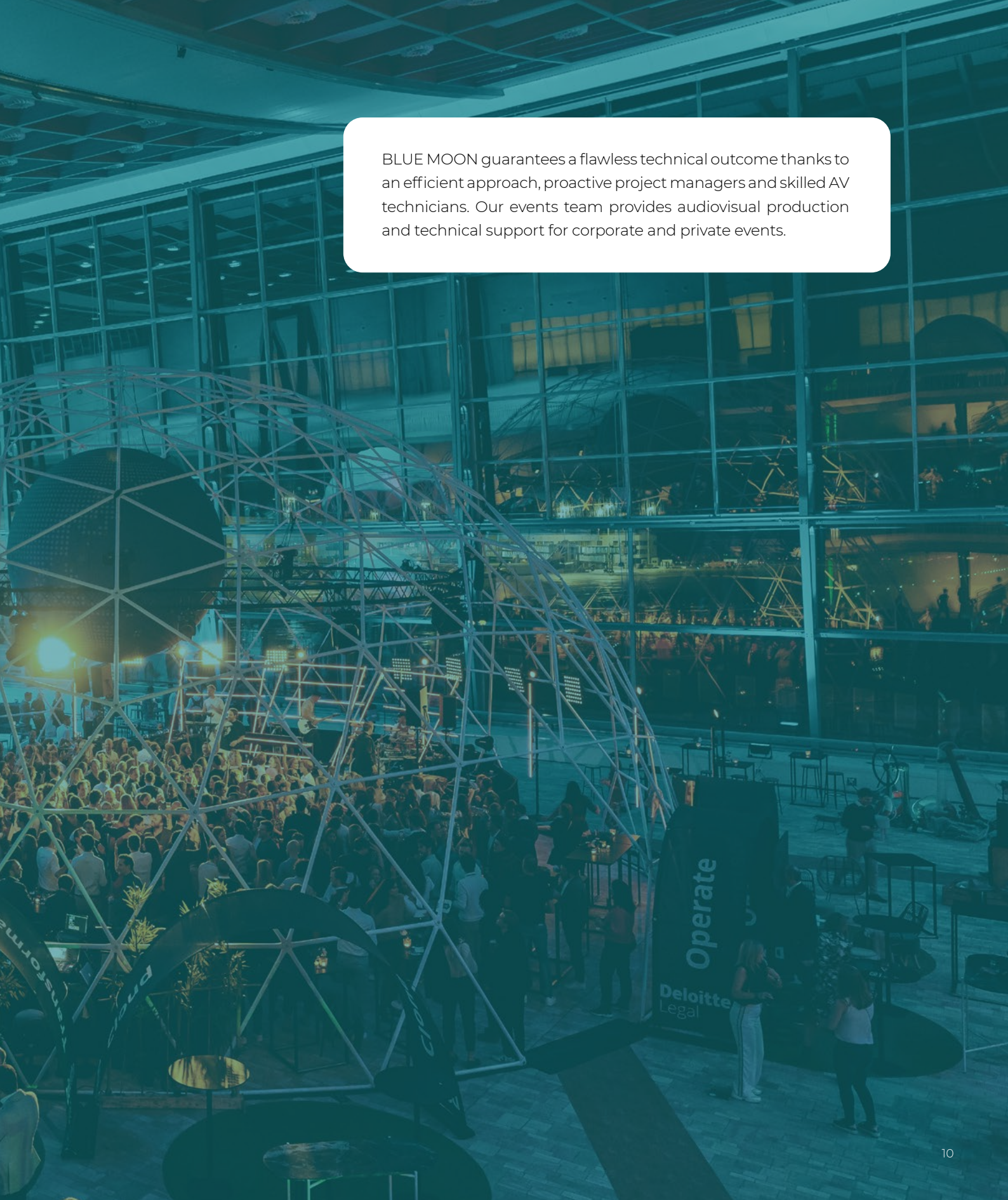
BLUE MOON offers turnkey, professional webinar studios for corporate communications. Recordings or streamings in our studios are ideal for highlighting particular messages and keeping your information fun and tight.

Any formal or informal message will be conveyed flawlessly here. You can use debate tables for panel discussions, presentation rooms with a television screen for keynotes and cosy lounge corners for interviews.



event production





BLUE MOON guarantees a flawless technical outcome thanks to an efficient approach, proactive project managers and skilled AV technicians. Our events team provides audiovisual production and technical support for corporate and private events.

01.

project: Annual new years event for all employees and their partners		date: January 2023
client: Easi	product: Live event – staging, lights, rigging & video	location: Skyhall, Brussels Airport

Easi: Starting 2023 with a bang

Kicking off in style! Easi launched its annual kickoff event at the Skyhall, nestled within Brussels Airport. It was a festive evening with a dinner, an award ceremony and a party. The theme was “Carribean”. Our production team executed every detail flawlessly and handled all audiovisual requirements and needs. It is our passion to create unforgettable evenings like these.





live event

02.

project:
Complete AV support for a two-day congress

date:
May 2022

location:
Ahoy, Rotterdam

client:
European People's Party

product:
Live event production – video, stage design, audio, lights & projection

live event



Complete AV support during the EPP Congress

BLUE MOON provided complete audiovisual follow-up and technical support for the European People's Party Congress in Rotterdam. And what a ride it was! After an intensive preproduction phase, our crew ensured that all elements of the audiovisual flow ran like clockwork during the two-day congress.

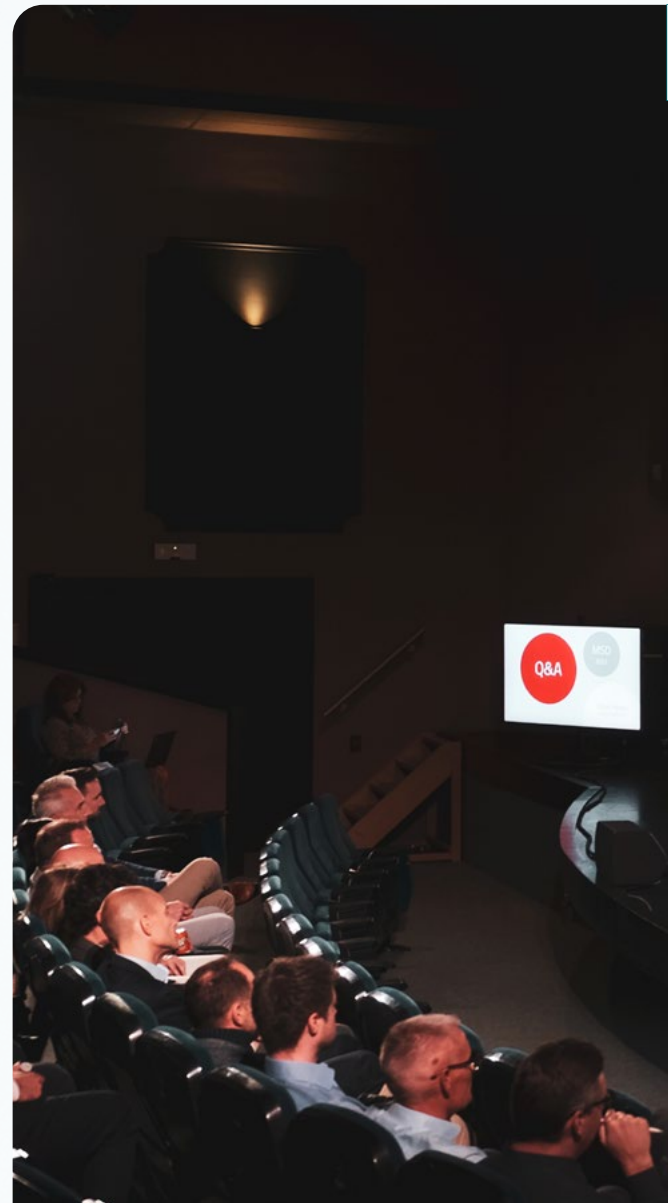


03.

project: Hybrid event for internal meeting	date: October 2022	location: BLUE MOON studios at Ter Elst
client: Toyota Material Handling	product: Event Production – hybrid event: streaming and AV support on site	

The power of hybrid events proved, once again

Toyota Material Handling held a two-day event at our BLUE MOON studios in TER ELST. Some participants were live in the studio, and others followed online through a stream. This hybrid formula allowed Toyota Material Handling to unite all employees and effectively inform them. Win-win! Our team ensured everything ran smoothly, from script writing to technical execution.





BLUE MOON studios



04.

project: Hybrid conference for stakeholders of G-STIC	date: October 2021	location: Expo 2020, Dubai, UAE
client: VITO	services: Hybrid event – video, audio, camera & streaming	

All-in audiovisual event support

In October 2021, BLUE MOON had the opportunity to broadcast and extend technical assistance for the G-STIC conference. The setting of this hybrid event was none other than the esteemed World Exposition in Dubai. Throughout the conference, speakers shed their light on topics that accelerate technological solutions for societal challenges.

BLUE MOON meticulously addressed every single technical and operational detail. Both our team and equipment flew over to the Dubai event location, where we furnished technical guidance across two distinct points on the expo grounds: the Dubai Exhibition Centre and the Belgian Pavilion.

hybrid event





“

To our great satisfaction, BLUE MOON has supplied audiovisual support during our G-STIC events for several years now. After the Covid-19 outbreak, we switched to hybrid events, which involve streaming. BLUE MOON has demonstrated that they can provide a very high-quality service in a very international context (like Dubai), with speakers, callers and participants from all over the world. I am happy to attest that our cooperation with BLUE MOON is very professional and of high quality.”

Dietrich Van der Weken | General Manager G-STIC



Breaking news on another level

As the Ukraine war unfolded, De Tijd sought to deliver thorough and efficient information through a panel discussion. The focus was understanding how global politics, energy and economics would evolve.

Hosted in our pop-up hybrid studio at Kinepolis Antwerp, up to 400 attendees joined the discussion. BLUE MOON managed the audiovisual elements, and the event was streamed live on De Tijd's channels.

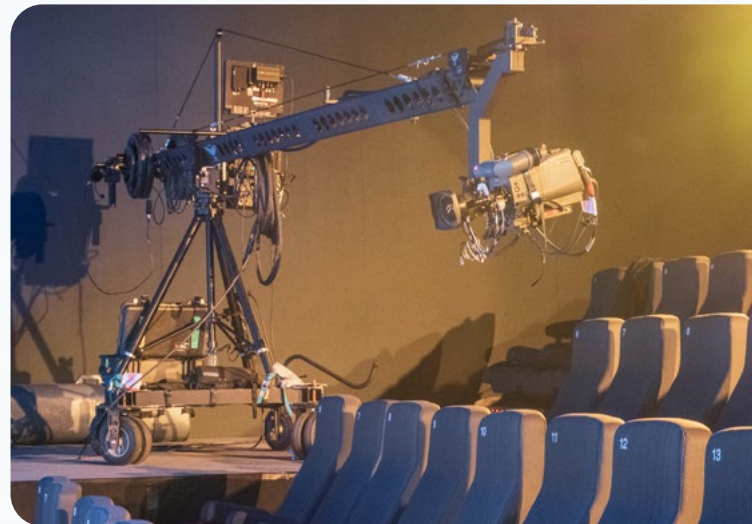


Explore our aftermovie



05.

project: Hybrid event	date: March 2022	location: Kinepolis, Antwerp
client: Mediafin	product: Hybrid event – Audiovisual support, stage design, video, audio & content creation	



hybrid event



06.

project: Annual network event for members and partners	date: September 2022	location: ZOO Antwerp
client: VOKA, kamer van koophandel, Antwerpen Waasland	product: Live event – lights, audio & AV support	

Garden Party VOKA: where all entrepreneurs meet

An annual tradition of entrepreneurs to kick off the summer: the Garden Party of VOKA - Kamer van Koophandel Antwerp-Waasland. The 2022 edition took place at ZOO Antwerpen. BLUE MOON was responsible for the networking event's complete technical and audiovisual support.





DDG for Salesforce: gathering 1200 attendees

At the annual World Tour Essentials event, Salesforce Belgium brought together its 1200 employees and partners at the prestigious Tour & Taxi venue. The event spanned two halls, each serving a specific purpose. The first featured a setup with three projection screens, setting the stage for keynote presentations. In the second hall, guests could network and explore booths, smaller theatres and meeting rooms. This setup provided an interactive and dynamic environment.

Behind the scenes, BLUE MOON took charge of all the technical and audiovisual aspects of the event. The project had enormous proportions, with 68 tons of material: good for a volume of 250m³. With months of meticulous preproduction, communication and planning, our crew could deliver a high-quality audiovisual production.



Explore our behind the scenes video



07.

project: Annual gathering of partners and employees Salesforce Belgium	date: June 2023	location: Tour & Taxis
client: DDG Smart Marketing Belgium for Salesforce	product: Live event – projection, AV support & stage design	



We have been working with BLUE MOON for several years, from small scaled projects to very big productions.

From the initial planning stages to the event execution, there is always a lot of professionalism, creativity, and commitment to execute the production in a flawless way.

Their expertise in audiovisual solutions can bring an entirely new dimension to the event, enhancing the overall experience for all attendees. For DDG and our clients quality is key:

- Technical Excellence
- Creative Solutions
- Reliability
- Adaptability
- Professionalism
- Exceptional Customer Service

We recommend BLUE MOON's services to anyone seeking a reliable and top-notch audiovisual partner."

Inneke Van Nuffel | Manager DDG Belgium



08.

project: Explanatory webinars about financial topics	date: May 2023	location: BLUE MOON studios at TER ELST
client: MeDirect	product: Online event – streaming, AV support & content creation	



MeDirect: offering valuable information through webinars

MeDirect offers insightful videos that serve as a valuable resource for their clients. In these webinars, experts share their takeaways on the latest trends in the financial world. MeDirect periodically organizes the recordings in our BLUE MOON studios to ensure a professional production.

Our BLUE MOON crew filmed every detail of the panel discussion. Additionally, our motion designer created supported graphics to enrich the visual experience. Afterwards, our editor seamlessly blended the recordings into a polished TV show format.



09.

project: European Ideas Forum: an event where political ideas are shared	date: November 2022	location: Claridge Hotel Brussels
client: Wilfried Martens, Centre for European Studies	product: Hybrid event – stage design, staging, video, camera, streaming, LED floor & screen	

A momentum for top politicians

Every year, the Wilfried Martens Centre organizes the European Ideas Forum. Top international speakers gather to share and discuss their ideas. In 2022, this event adopted a hybrid approach, inviting people on-site and simultaneously live-streaming to a global online audience.

In this context, BLUE MOON played a pivotal role in the design, elaboration and construction of the futuristic, audiovisual setup in the event hall of the Claridge Hotel. The eye-catcher of the event was the LED floor, which dynamically showcased moving animations. During the event, our technical team ensured flawless proceedings. Our cameras captured interviews with key political figures.





10.

project:
Private parties

product:
Ambient lighting

Elevating the level of coziness at private parties

At BLUE MOON, we love to create festive and unforgettable moments. Recently, a private client came to us with the request to create a bohemian ambience for a private party. BLUE MOON developed the concept and fully equipped the tent with rattan lamps. Our production team ensured a seamless finish and took this summer party to another level.

Our range of ambient lighting packages positions us as an ideal collaborator for diverse private gatherings. The best deal? We do not only take responsibility for the cosy lights, but can manage all AV support: from delivering power to providing all technical elements for a great party.





photographer: Nuptiae Weddings



Pro AV solutions

what we offer

AV consulting

Providing expert advice and design custom made, integratable solutions based on audiovisual technologies and the latest market trends.



AV installation

Installing and configuring audiovisual installations with great attention to detail and clean integration.

PRO AV solutions

AV service

Providing a high service level based on extensive preventative maintenance, 24/7 reactive service and temporary replacement equipment.



01.

project: In-house studio new HQ Protime	date: March 2022	location: Protime HQ, Mechelen
client: Protime	product: In-house corporate studio – design, build-up & installation	

Protime: An in-house studio for brand-new headquarters

Our Pro AV solutions department is an expert in transforming empty spaces into high-end studios. Our client Protime asked us to equip their brand-new headquarters in Mechelen with a recording and streaming studio. No sooner said than done. Our Pro AV team is set to work: from taking measurements to ordering and installing the appropriate audiovisual equipment. Even the backdrop was made in-house!

in-house studio





02.

project:

A new LED screen behind the speakers' desk, serving to show votes and other content during debates.

date:

September 2022

client:

Flemish Parliament

product:

Design and installation of a BARCO LED screen of 3,68 x 2,12m.

location:

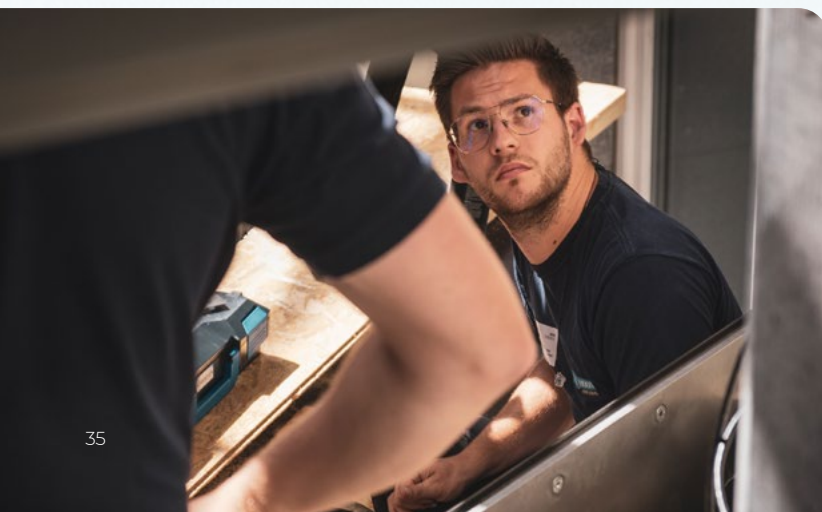
Flemish Parliament, Brussels

Installing the opportunity to show votes and other content

The Flemish Parliament sought a replacement for the voting screen behind the speakers' desk. BLUE MOON took charge of this project and replaced the outdated display with a large LED screen. In addition to this update, our task was to increase the installation's capabilities.

The new LED wall was installed to display votes and serve as a platform for other content, such as presentations or live camera feeds of speakers. Mission accomplished!

Pro AV solutions used all materials from BARCO, a Belgian AV supplier. BLUE MOON prioritized using local brands for the house of political power in Flanders. Pro AV solutions designed a custom-made frame and control panel.





AV installation

03.

project: Renewing the auditorium in the hospital.	date: March 2023	client: Gasthuisziekenhuis
product: AV installation for hybrid auditorium	location: Gasthuisziekenhuis Sint-Vincentius, Antwerp	

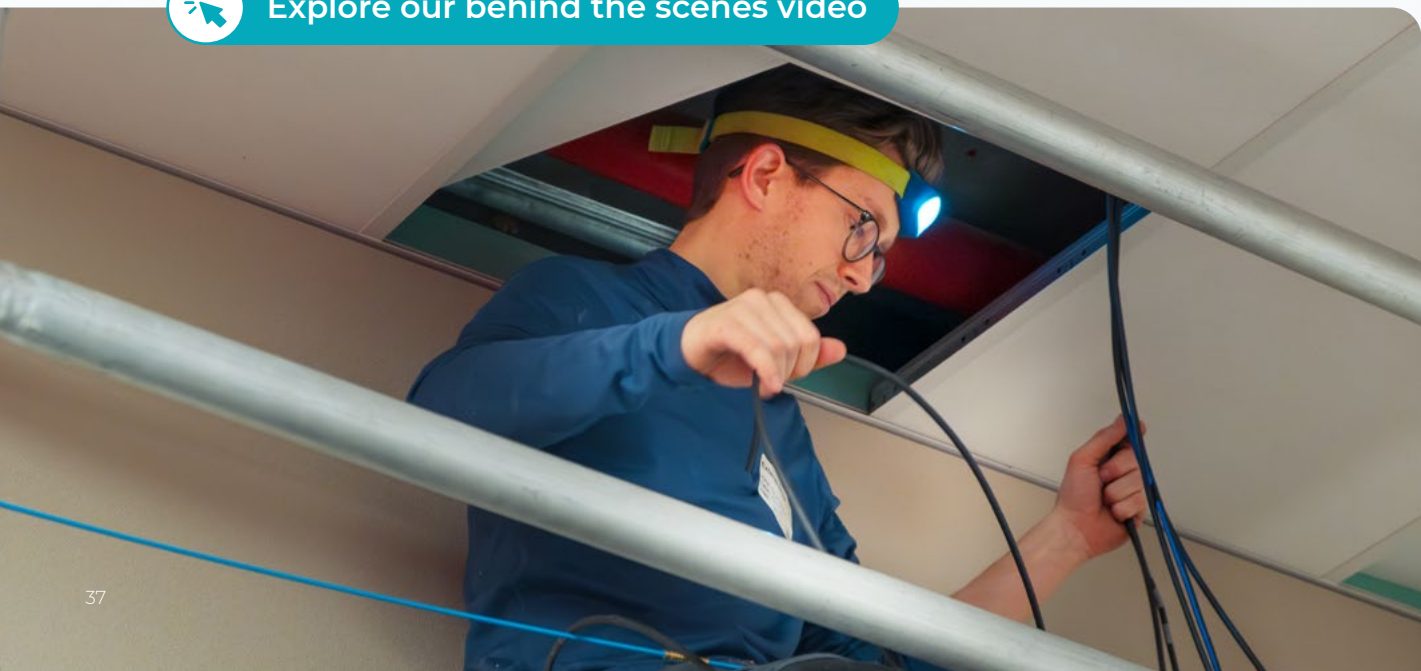
Gasthuisziekenhuis Sint-Vincentius: brand-new auditorium



The hospital of Sint-Vincentius aimed to enhance its auditorium's capabilities. Through consultation with all stakeholders, BLUE MOON designed and integrated a fully hybrid auditorium. The communication team of GZA now has the opportunity to organize a broader range of events in their auditorium. They can manage offline and online events thanks to remote-controlled cameras. BLUE MOON designed the new system while considering the existing infrastructure and operational procedures.



Explore our behind the scenes video





hybrid auditorium





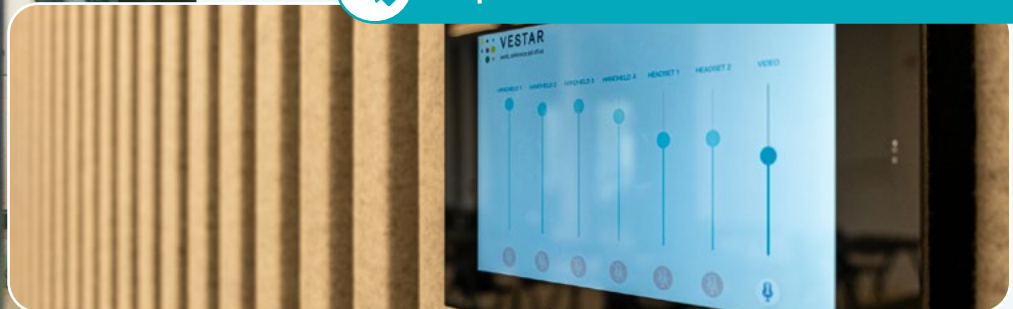
Vestar: state-of-the-art audiovisual installations



The project of Vestar is a beautiful result of months of hard work and team effort. Vestar is an event and conference venue in the heart of Antwerp. After building it in 2022, they wanted to provide all the spaces with state-of-the-art audiovisual equipment. Pro AV solutions provided them with the latest technology insights and corporate communication trends in order to help them shape their business plan. After the consulting and design phase BLUE MOON integrated all installations based on detailed technical plans. What a ride it was! The result looks and - most importantly - works like a charm. Vestar can now host powerful events in its beautiful auditorium and organize smaller get-togethers in its well-equipped meeting rooms.



Explore our behind the scenes video



04.

project:
Professional audiovisual solutions for conference centre

date:
October 2022

location:
Antwerp

client:
Aula Invest

product:
Fixed installations of auditorium, meeting rooms & boardrooms

integrated AV



05.

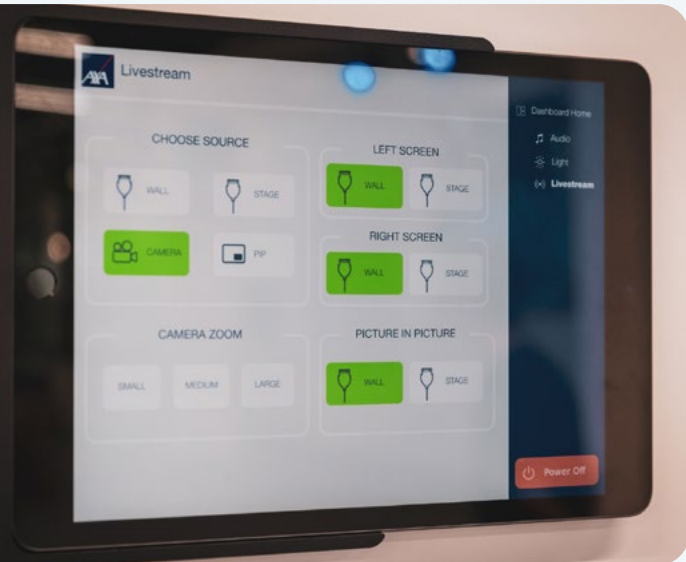
project: Design and installation of AV infrastructure for new HQ	date: October 2022	client: AXA
product: AV installation of boardrooms, meeting rooms & event space	location: Berchem, AXA Belgium HQ	



integrated AV



AXA Bank: the newest technology for renovated headquarters

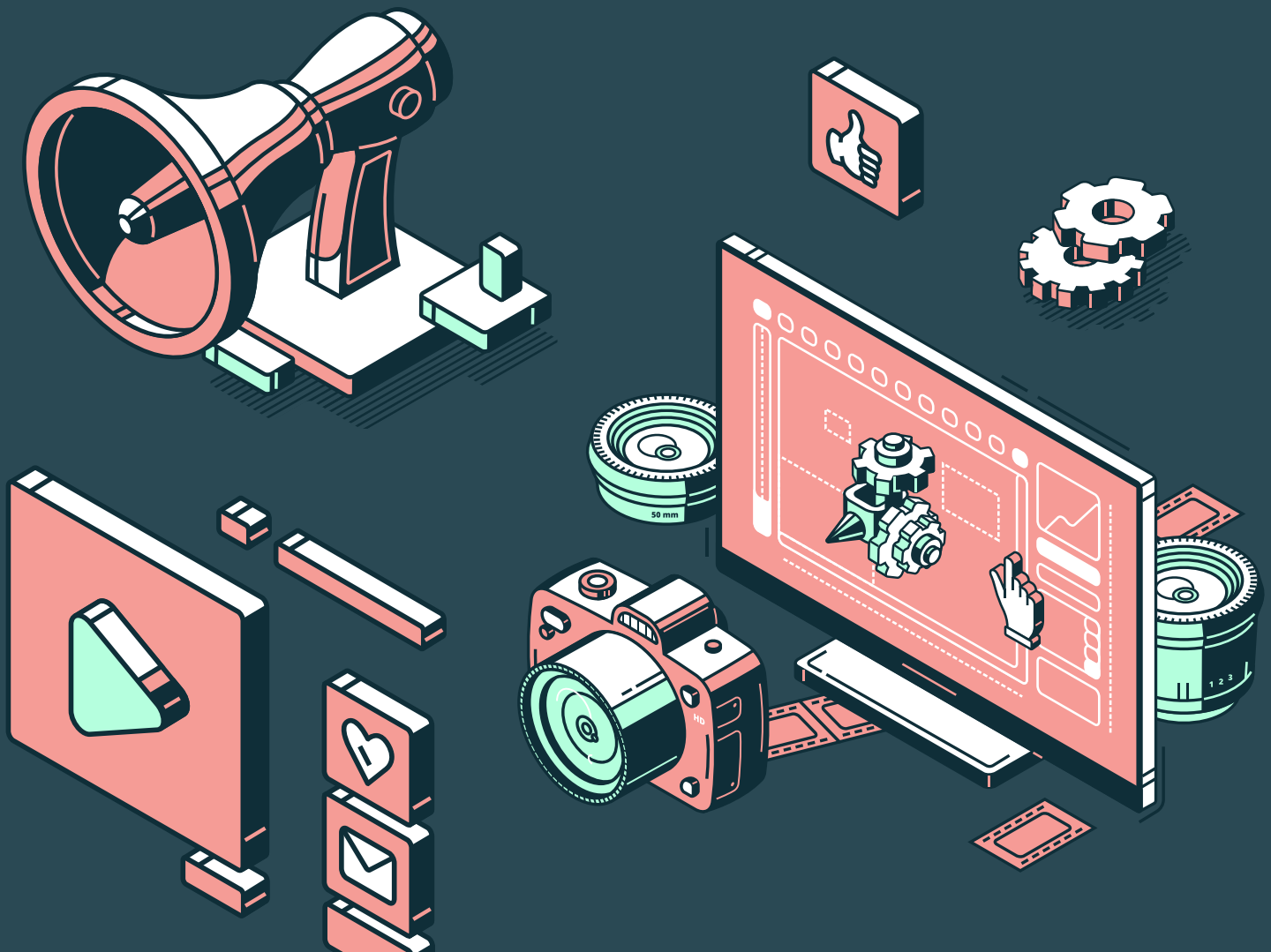


After renovating its headquarters in Berchem, AXA Bank wanted to upgrade the audiovisual installations. Pro AV solutions presented the latest audiovisual developments in digital and hybrid conferencing. We chose a Microsoft Teams setup in several meetings and boardrooms that are fully automated and very user-friendly. In the event space, BLUE MOON installed two LED walls, front lighting, speakers and PTZ cameras.

Don't forget about the aesthetics! BLUE MOON worked closely together with the interior design architect to integrate all AV seamlessly into the space.



Odys, a dynamic content hub



odys

DYNAMIC
CONTENT
HUB

Meet Odys – a fresh addition to our BLUE MOON family. At Odys, we strengthen your message by creating dynamic content. Our added value lies in combining virtual graphics, video production and photography.



Our in-house studio is a hidden gem. With a surface of more than 200 square meters and infinite walls, it is the perfect backdrop for product photography, video recordings or even online events.



Look at www.odys.be for more information or email us at hello@odys.be, and don't hesitate to come by for some coffee.

01.

project: Corporate show presenting the newest collection to Mylène consultants		date: April 2023
client: Mylène	product: Video production, content creation, script coordination & streaming	location: Belvédère Castle, Wijnegem

Mylène: how a video production looks behind the scenes



3, 2, 1, action! Mylène showcased its latest products to its consultants by airing its corporate TV show. BLUE MOON dipped the show in the same style as the new Romance collection, inspired by the Bridgerton series. Our Odys team took care of the entire video production. It went from choosing a romantic and picturesque location to shooting all the different scenes to creating dynamic content and editing everything into a smooth video. "Let the romance begin!"





video production



02.

project:
Product cover rendering

date:
August 2023

location:
fictional

client:
Atlas Copco

product:
High-end cover image



Atlas Copco: bringing products to life through 3D

As new products are marketed, it needs appropriate visuals to communicate them. This is why we created high quality surrounding renders of the G2-7 compressor in application. The process starts with the conceptualisation of the cover, where multiple surroundings are proposed, until modelling, texturing and retouching of the cover. As the product itself is efficient, productive and clean, so is our 3D content team.



03.

project:
Explanatory video for portfolio customers

date:
April 2023

location:
Berchem, ABN AMRO HQ Belgium

client:
ABN AMRO Belgium

product:
Video production, content creation & postproduction



ABN AMRO: informing their clients through video

Every quarter ABN AMRO sends an informative and captivating video to their portfolio holders. In the video, their experts shed light on how the economic context influences portfolio management.

Our media team took care of the entire video project: they created the concept, captured the footage and edited the videos. The purpose of the video is to provide ABN AMRO clients with helpful information in an accessible way. Mission accomplished!



Zeer lage groei in Eurozone

Year	Growth Rate
2022	3,5%
2023e	0,2%
2024e	0,8%

Lagere groei in VS

Year	Growth Rate
2022	2,1%
2023e	1,4%
2024e	0,3%

Bron: ABN AMRO Economisch Bureau

Voor volgend jaar zien we een groei in Europa van 0,8%.

Showing all aspects of VLABEL through a cinematic corporate video

“VLABEL”, the Flemish tax authority, sought a fresh image video to communicate the breadth of their responsibilities beyond tax collection. They wanted to highlight their role in multiple aspects, such as checking the weight of vehicles to prevent damage to roads. VLABEL wanted to use a video to communicate to the general public that the Flemish people can also count on them for road safety.

BLUE MOON integrated all these responsibilities into one comprehensive and cinematic video. From script to postproduction - all crucial phases were procured in this video production. Over two days, we went out with VLABEL's staff to capture the activities properly.



Watch the result



04.

project:
Promotional image video

date:
August 2022

location:
Antwerp – three shooting locations

client:
VLABEL

product:
Video production



Our road to sustainability

At BLUE MOON, we reflect on our day-to-day operations and the impact of our activities. We believe in taking action and being proactive in creating a better and greener future. That's why we have chosen to structure our initiatives through the VOKA Business Charter (VCDO: VOKA Charter Duurzaam Ondernemen), which aligns with the United Nations' Sustainable Development Goals (SDGs). Let's dive into our most recent results.



Charter
**Duurzaam
Ondernemen**

Environment

Actions that improve the environment are inseparably linked to the ambition of "sustainability". At BLUE MOON, we thoroughly examined the environmental aims during the first year of our VCDO engagement. This theme was the most extensive in 2022, where we took the most steps. But let's get to the specifics! Walk the talk, as they say. So what exactly have we done?

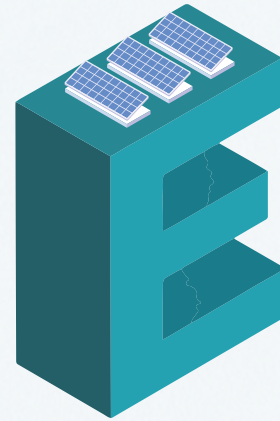
First and foremost, we aim to minimize our impact on the climate in BLUE MOON's transportation practices. Therefore, we implemented a bicycle leasing plan, allowing employees to acquire bikes and receive a cycling allowance when commuting to work. Additionally, we made a strong commitment to the electrification of our fleet, purchasing a total of eight hybrid or electric vehicles. Considering our fleet consists of 11 company cars in total, this is already a significant step in the right direction.



If we want to play a significant part in a greener world, it is crucial to assess BLUE MOON's current CO2 emissions. After all, measurement leads to awareness. Through the workshops provided by Atelier Carbon Footprint, we could accurately record the company's emissions. The results indicated that the most significant issue lies in the use of resources, followed by freight. With a clear understanding of the effects of our activities, we can take targeted action.

Furthermore, BLUE MOON switched its energy contract to a green energy contract, which, although a relatively quick win, has a positive environmental impact. We also changed our purchase policy concerning facility products and switched completely to the sustainable alternatives.

Lastly, we continuously strive for responsible consumption and production. We invested in Doppet bottles for each employee, reducing the waste generated by plastic alternatives. We completely digitalized our Field Operations workflow, thanks to the development of a planning app and investment in tablets. It allows technical project managers to access all necessary information regarding materials and scheduling, eliminating the need for paper. We also considered greening the activities of the Pro AV solutions team. In this field, we often encounter clients who have made incorrect choices for their audiovisual projects, resulting in unnecessary waste of resources. We offer service contracts, where we guide clients to make the right choices and offer maintenance support after the installation.



Social

“people make the show” is one of the most essential values of BLUE MOON. As a company, we strive to do good for our people and create a workplace where they enjoy coming to and can further develop themselves. Happy and motivated employees contribute to a strong culture. That’s why, as part of our sustainability journey, we also invest in the “social” aspect.

It all starts with good health because a healthy body = a healthy mind. Two of our sporty colleagues initiated the “Move it!” initiative. Their logic for encouraging more physical activity is simple: exercise together! BLUE MOON organizes comprehensive sports activities at the company’s expense every month. We schedule more minor sports like walking, running or swimming weekly. Healthy eating is also essential for good health. We organized a workshop on healthy nutrition because it all begins with knowledge. Lastly, BLUE MOON provides a fresh fruit basket, fairtrade-labeled coffee and tea.

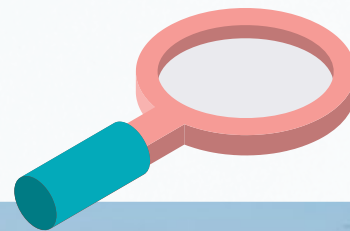
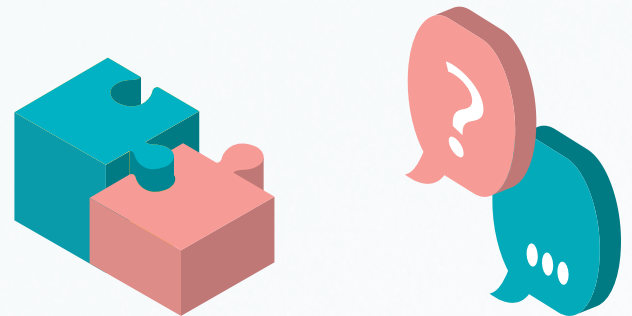
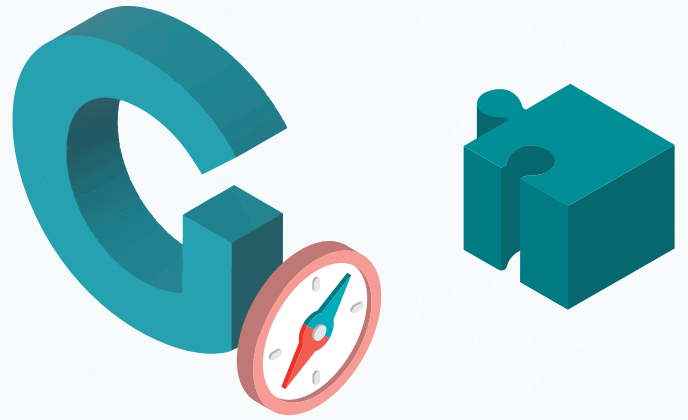
In addition to health, BLUE MOON also places great importance on personal growth and lifelong learning. The blueprint for BLUE MOON Academy 2.0 was a key action point in 2022. Through the Academy, employees can take online courses via a platform taught by senior employees with specific expertise. They can deepen their knowledge in specific areas by completing modules and exams.



Governance

BLUE MOON aims to be a company of choice in the sector. The safety and well-being of employees are top priorities. Therefore, it was essential to include the topic of “Governance” in our sustainability policy.

BLUE MOON defined one action point related to governance for the 2022 plan. While it may sound concise, it couldn't be more significant. Together with organizational coach KOERS, we sought answers to the “why” and “how” of our company. This process took place over an extended period and involved input from every employee. The employees widely embraced the action point regarding our mission and values. It had the most significant impact on the day-to-day operations of BLUE MOON. You can find the results of this effort under the section on purpose and values.







Want more?

www.blumoon.be

+32(0)3 454 33 35

info@blumoon.be

www.odys.be

+32 (0)3 870 40 40

hello@odys.be

BLUE MOON & Odys

Kontichsesteenweg 48
2630 Aartselaar
Belgium
BE0447.259.080

BLUE MOON Brussels

BE0447.259.080
+32 2 897 52 10
brussels@blumoon.be



we strengthen your message