



SURPRISE PRODUCTION AND CONSULTANT LTD.

Better than Expected

When clients demand more for less, UNA HONG is unlikely to compromise on quality.

A picture paints a thousand words. In creative industries such as events management, what you say matters much less than what is shown. Scrutiny of the end product is swift and strict, and all items on the agenda must be met. With this in mind, Surprise Production has made it a point to never merely come up to expectation, but to consistently surpass it.

“Although not very strong in the beginning, we understood our marketing aim and direction,” says Senior Events Manager Una Hong. Capitalizing on a few opportunities landed the team in the vendor pool of many companies. The group continues to progress this same way, albeit in larger scale.

Sticking to Standard

Many less experienced companies have mushroomed in the industry. “These competitors mainly operate on price-based strategies. Some clients only concern themselves with cost rather than quality, as their mindset revolves on single use transactions. From our point of view, we will not let the market head down that direction. If we only focus on price, quality and innovation will decrease continually until some mishaps occur, or clients decide to do the work themselves. The quality of an event represents a company’s image; we want to help our clients build theirs.”

As the number of competitors grows,



Hong believes that service providers must be more than one-trick ponies. “We are a creative agency as well as a production house. Our team is built by extensive experience. Most of us have been working in events management for over 10 years. This combined experience is what makes our comprehensive brand of service renowned among industry peers and clients. We can handle different kinds of issues, and play our part in maintaining the creativity and quality in this industry.”

Hong makes it clear that her seasoned team retains its edge. “While experienced, we are still considered relatively young within the industry. We are passionate about coming up with new concepts and receptive to different ideas. Thinking outside the box is crucial to creating events with more impact. Our strong relationships come from a proven record of providing tailor-made services to fit different requirements.”

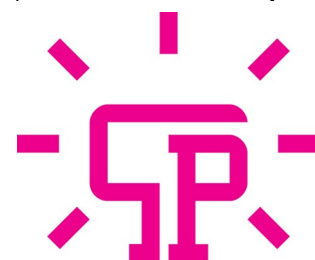
No Set Limit

The events and creative marketing

landscape has never been as exciting or perilous. “Clients get all these ideas from the Internet,” says Hong. “They then make grandiose request with less budgets, and little understanding of difficulties presented, such as event location, vendor restrictions, etc. Our daily challenge is keeping up with these expectations.”

Borderless as it is, Surprise Production and Consultant Ltd., enjoys navigating the possibilities of its service offerings. Given much latitude, getting around the different constraints of each project is the order of business. The team seeks to promote Hong Kong culture through its work on the global stage. As Una Hong says, the company’s passion is the map to future success. Through professionalism and strict standards of concept and execution, it provides clients with unforgettable and pleasantly unexpected experiences. ■

For additional information please visit www.surprisepro.hk



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