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LIVE EVENT PRODUCTION BUILT AROUND CONTROL

A venue can appear ready while hiding the conditions most likely to derail a live program. Poor sightlines surface after staging is fixed. In-house audiovisual restrictions emerge late. Load-in windows shrink while speaker decks and remote feeds continue to change. Executives are not simply buying equipment. They are buying control over a fixed-date production in which recovery time is measured in minutes.

> ***Straight Street Event Services integrates sound and lighting with staging, video and livestream support around the venue, audience and budget.***

The strongest production firms begin before equipment is selected. Early venue review should test room acoustics and access, and then account for power requirements and rigging limits. That work exposes where the proposed format conflicts with the space and where spending can be reduced without weakening the audience experience. A quotation produced before those facts are known may be precise on paper, yet unreliable once rehearsals begin.

Technical judgment matters more than equipment volume. Clear sound must reach the full room without overpowering conversation. Lighting should direct attention rather than compete with the program. Video support must serve both the stage and the audience's viewing distance. Each choice should follow the program, venue, audience size and event format. At the same time, production teams must resist adding complexity that has no clear role. Experienced technicians also need to occupy every critical position. Gear without capable operators transfers avoidable risk back to the organizer.

Budget discipline deserves equal scrutiny. Hotel markups and overtime rules can alter the final cost, as can transportation charges and venue fees. Buyers should expect an all-in production estimate that separates controllable costs from charges imposed by the venue. Any later decision that changes the budget should be raised before approval, not discovered on the invoice. Transparent pricing is useful only when paired with continuous communication and a schedule that keeps content delivery and technical review moving through rehearsal.

Hybrid production adds another layer of exposure. A remote audience cannot be treated as a camera pointed toward the room. Audio must be mixed for the stream while the camera direction follows the live action. Presentation material also needs to remain legible outside the venue. The production partner should manage the room and broadcast as one event, supported by proper testing and a live crew that can correct issues without distracting the organizer.



Show-day support finally separates a production partner from a rental provider. Senior ownership should remain visible from planning through the last cue. Organizers need a direct escalation path when the program changes or venue conditions shift. Accountability cannot disappear once the equipment has been delivered.

Straight Street Event Services is a premier choice for organizations that need one production partner across live and hybrid formats. A Senior AV Producer owns each engagement from planning through showtime, supported by experienced technicians rather than equipment-only delivery. Its all-in approach consolidates production and transportation costs while identifying venue charges outside its control. Straight Street Event Services integrates sound and lighting with staging, video and livestream support around the venue, audience and budget. This combination gives buyers a clear basis for controlling technical scope and financial exposure without adding unnecessary production complexity. MEB

TOP LIVE EVENT PRODUCTION COMPANY 2026

Straight Street Event Services

Designing Memorable Events through Strategic Production Support

Great events aren't remembered for flawless microphones or perfect lighting. They're remembered for the experience. Creating that experience requires a trusted partner who can manage every detail behind the scenes while allowing organizers to focus on the event itself.

That is where Straight Street Event Services has built its competitive advantage.



Keith Kissner, Founder and President

It serves as an integrated audiovisual production partner, delivering audio, video, lighting, staging, rigging and installation services while guiding clients from the first planning conversation through event completion. Each project is led by a Senior AV Producer, supported by experienced operators across every production role and backed by transparent, all-inclusive pricing. Throughout planning, clients have direct access to their project lead and receive regular updates. On event day, that same lead remains the primary point of contact, ensuring support is always within reach.

"An event is a moment our clients have worked hard toward, and our job is to make the production side of it easy and dependable so they can be fully present," says Keith Kissner, Founder and President.

This commitment is reinforced through its Comfort Warranty. If challenges arise, the team does everything within its power to make things right, demonstrating accountability till event completion.

Rather than recommending the most elaborate setup, its team focuses on what the venue, audience and budget actually require. Beyond live, virtual and hybrid event productions, it also provides permanent AV installations, extending its planning-led approach to long-term audiovisual solutions.

Tailored Production for Every Event

Straight Street Event Services treats every production element as part of a unified experience. Sound ensures clear communication, lighting shapes atmosphere, video enhances visibility and engagement, staging creates presence, and live streaming extends participation. By thoughtfully integrating these aspects, it aligns every technical decision with the event's purpose.

Before recommending a solution, the team evaluates distinct elements like size, acoustics, sightlines, logistics and event format to develop tailored production strategies. This upfront planning helps identify potential challenges and opportunities early, enabling clients to make informed decisions and achieve the best possible outcome.

Its expertise in creating impactful event experiences was demonstrated in the 100th anniversary Gala of St. Mary's Hospital. Through staging, lighting, sound and custom design elements, it transformed the venue into an immersive 1920s-themed experience. Beyond production, the team provided strategic guidance on key planning decisions, from room layout to performer selection. It created an engaging atmosphere while engineering sound that allowed guests to converse comfortably even during live band performances, demonstrating the difference between amplification and experience.

Straight Street Event Services also helps clients deliver seamless hybrid events by creating a unified experience for both in-person and virtual audiences. By combining proper planning, testing and experienced operators, it manages the live event and streaming as a single production rather than two separate experiences. It prioritizes high-quality audio, dynamic camera work and clear presentation content to create an engaging experience for remote attendees.

Building Trust through Reliable Execution

Consistent and transparent communication plays a central role in reducing uncertainty throughout the production process. Combined with practical guidance and dependable execution, Straight Street Event Services helps organizers host events with complete peace of mind.

Transparency also extends to budgeting. Straight Street Event Services provides one all-inclusive quotation covering equipment, labor and transportation, giving clients a clear understanding of costs before making decisions. It also helps reduce venue-related AV costs wherever possible, ensuring budgets are used efficiently.

A member of the Canadian Audio Visual Providers Association, Straight Street Event Services upholds rigorous professional standards and has been recognized with multiple Consumer Choice Awards for its client-focused service.

As events evolve in scale and complexity, Straight Street Event Services remains committed to making the production process seamless and reliable. By aligning every production detail with the client's vision, it simplifies the planning process, giving clients the confidence to focus on delivering memorable experiences. *MEB*



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CERTIFICATE OF RECOGNITION

Straight Street Event Services

This is to certify that **Straight Street Event Services** has been recognized by the Editorial Board of **Media & Entertainment Business Review** as

TOP LIVE EVENT PRODUCTION COMPANY 2026

EDITORIAL ATTESTATION:

This recognition is determined through a bona fide editorial process based on the Media and Entertainment Business Value Assessment Model and its defined methodology. It draws on independent editorial research, subscriber nominations and industry input, reflecting impact on content delivery and business performance, alignment with media workflows and distribution ecosystems, execution in fast-changing multi-platform environments and industry credibility.

Celestine Lewis

Celestine Lewis
Managing Editor
Media & Entertainment Business Review

EDITORIAL BOARD

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