

DMC Ottawa Wows 1,200 Cardiologists With a Spectacular Gala Evening

“An Evening at Le Cirque” Canadian Cardiovascular Society

October 27, 2003

“Working with DMC Ottawa was a complete pleasure. They are an extremely professional organization with attention to detail and excellent communication strategies....the evening was a wild success..., I highly recommend DMC Ottawa and look forward to working with them again.”

*Dr. Milan Gupta, Chair, Local Arrangements Committee
2003 Canadian Cardiovascular Congress*

DMC Ottawa produced the annual gala evening at the 2003 Canadian Cardiovascular Congress for approximately 1,200 of Canada's senior cardiologists, physicians and specialists.

VIP Reception

The evening began with a lively and welcoming cocktail reception. The tables were dressed with flamboyantly coloured full-length linens and topped with art deco candle lamps. A duo of attractive, live “walking table” hostesses greeted guests and offered them a complimentary beverage. The emcee and magician wandered throughout the reception dazzling everyone with his slight of hand tricks and humorous feats of magic.

“An Evening at le Cirque”

A large barren meeting room was transformed into a spectacular cirque-like venue using imagination, décor and entertainment. The walls were lined with rows of tall spandex covered columns topped with large gold balls and adorned with one-of-a-kind silk painted banners featuring stylized cirque characters. The tables were dressed with multi-coloured linens and a vibrant centrepiece that added to the circus atmosphere. The chairs featured black and white striped chair covers with coloured bands. All guests received a brightly coloured mariboo slap bracelet to wear throughout the evening. The comprehensive lighting package completed the ambience making the room come alive by highlighting the décor and the entertainers.

The emcee and magician started the evening off with some hilarious magic tricks that involved members of the audience. As guests enjoyed their dinner they were entertained with a spellbinding performance by our aerial acrobatic team on a trapeze suspended from the ceiling. After dinner, the amazing talent continued with a duo who performed a balancing act that defied gravity and displayed phenomenal strength. The evening was topped off with an outstanding performance by impressionist Martin Dubé.

The guests put their stamp of approval on the evening by rising to their feet with spontaneous applause several times throughout the evening. They truly received a “WOW” experience.