



BUILDING A SPECIAL EVENT RIDE

Presented by Mark Tickner

OVERVIEW

Mark Tickner shows how he developed one of his favorite high intensity interval visual rides – "The Athletes Hour."

Learn the process step by step, from the storyboard and visuals to the music, mixing and editing.

This ride was motivated and inspired by some of the most incredible sporting events around the world! Take a deep dive into how to create your special event theme and journey rides!

OBJECTIVES

When creating a special event visual ride, you become a person of many talents and must learn how to craft your skills into making something unique and special that people want to see:

- **THE WRITER / PRODUCER** – Finding a story that resonates with you personally and have the courage to tell everyone about it! Create the perfect profile to match your story.
- **THE MUSIC PRODUCER / DJ** – Once you have your story / profile, you must now go and find the best music that creates the energy you want in each phase of your ride. Layering and mixing your music to your story / profile creates the emotional impact and sets the tempo of your ride.
- **THE EDITOR / DIRECTOR** – Now blend the music, visuals or moving images into your time-frames that create your masterpiece...this may well take the longest part of your visual ride journey!

SUMMARY

Learn how to build your own special event ride and let the world know about your story that captivates you and have the courage to bring it to life and teach it!

**Please remember to submit a session evaluation.
Your feedback is important to us! WSSC 2019**