

2018

ADMEI Achievement Awards

Name of Event | Candy Land

Location | Boston, Massachusetts

Date | December 2016

Attendees | 200 guests

Sometimes the largest impact can happen with the smallest of budgets and for a group of children, the holidays shined brighter this year, thanks to an interactive, whimsical Candy Land themed event. AlliedPRA New England created a once-in-a-lifetime childhood and family experience with sights and sounds of the holidays in full swing. From the moment guests arrived, they entered a wonderland of gum drops and candy castles, peppermint forests and lollipop woods. With activities like story time, caricatures, face painters, crafts and more the team made this family experience a lifelong memory for parents and children alike, while providing a boost in company engagement. When children leave an event with smiles larger than when they arrived, you know you've done well!

**BEST
INNOVATIVE
EVENTS**
under \$50,000

