



CONTROLROOM

Corporate Fact Sheet

Overview: Founded by Emmy-award winning producer Kevin Wall and headed by company president Aaron Grosky, Control Room is the world's leading producer of massive global events leveraging unparalleled expertise to deliver once-in-a-life time entertainment experiences to audiences around the world. Through a combination of expertise – event production, television production, media architecture design, artist and celebrity relationships, sponsorship development, and creative vision – Control Room evolves events into cultural phenomena.

Control Room is an end-to-end solution for brands, artists, broadcasters and sponsors committed to connecting global audiences with compelling entertainment. The company has built long-standing business relationships and successfully navigated the complexities of culture, government, and production in countries in every region of the world. Since 2005, Control Room has developed a comprehensive body of work including more than 100 lives events ranging from single-artist concerts to worldwide movements.

Events:

Global Events

Control Room is the executive producer and creative force behind some of the world's most iconic global events, bringing once-in-a-lifetime entertainment experiences to audiences around the world.

Branded Events

Control Room connects brands to the hottest trends in entertainment with high quality programming and original productions. We design, develop and execute brand integrated media programs across multiple media platforms.

Artist Concert Events

As the leading producer and distributor of world-class entertainment, Control Room's live music programming showcases the world's biggest artists from a variety of venues through multi-platform broadcasts via television, broadband and wireless platforms.

Established: August 2005

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