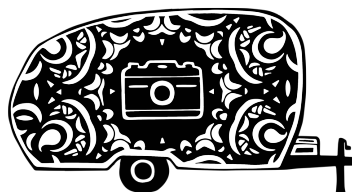


CLIENT SPOTLIGHT



GEORGE P. JOHNSON
experience marketing



PHOTOBOHEMIA

A case study of photo activation
magic created by GPJ and
PhotoBohemia for Salesforce.org

FEEDBACK



I am so incredibly happy how it turned out! Love it, and you.

You and your team did an exceptional job as I knew you would. Thank each of them for us.

I love supporting your business, your creativity, your awesomeness...you and your team are phenomenal.

DEB GOEDEN

Executive Producer
George P. Johnson



Seriously you and your team are incredibly talented and I can't thank you enough for bringing ALL of your brilliance to our event. Both photo activations were super fun and I heard tons of great feedback.

JENISE GUNTER

Manager, Premier Events
Salesforce.org



It was a dream (not originally pun-intended but we'll go with it!) working with you and your team of competent, positive, hard-working people. You made the experience stress-free and a whole lot of fun.

Also, your prop selections were on fleeeeeek. Particularly that fringe jacket 😊
Was really fun watching people fall in love with everything again and again.

Thanks for everything and hoping to work together again in the very near future

BEN WALL

Associate Creative Director
George P. Johnson

TRAILHEADX

Conference: TrailheaDX (Salesforce Developer Conference)

Date: June 7-9, 2016

Location: The Village, San Francisco



DETAILS

Themed Styling

Branding on trailer

Team of 3: Photographer, Stylist, Digital Technician

[Learn More](#)

#DF18

Conference: Dreamforce

Date: September 25-28, 2018

Location: Westin St. Francis, San Francisco



DETAILS

Uniformed crew with name badges

Images streamed to nearby display

Fully themed props and costume selection

Makeup touch-up artist

Team of 8: 2x Photographers, 2x Stylists,
Digital Technician, Makeup Artist

We also provided an event photographer and
fun staff for another activation

[Learn More](#)

SALESFORCE 20TH BIRTHDAY

Conference: Salesforce.org National Sales Meeting, Closing Night Reception

Date: February 13, 2019

Location: Omni La Costa, Carlsbad



DETAILS

The Salesforce.org events team reached out to help them celebrate Salesforce's 20th birthday at a 500-guest gala during their national sales conference.

We started with our rental Light Box set and adapted it to the birthday party theme with confetti and to Salesforce brand colors with blue tinsel

Team of 3: Photographer, Stylist, Digital Technician

[Learn More](#)

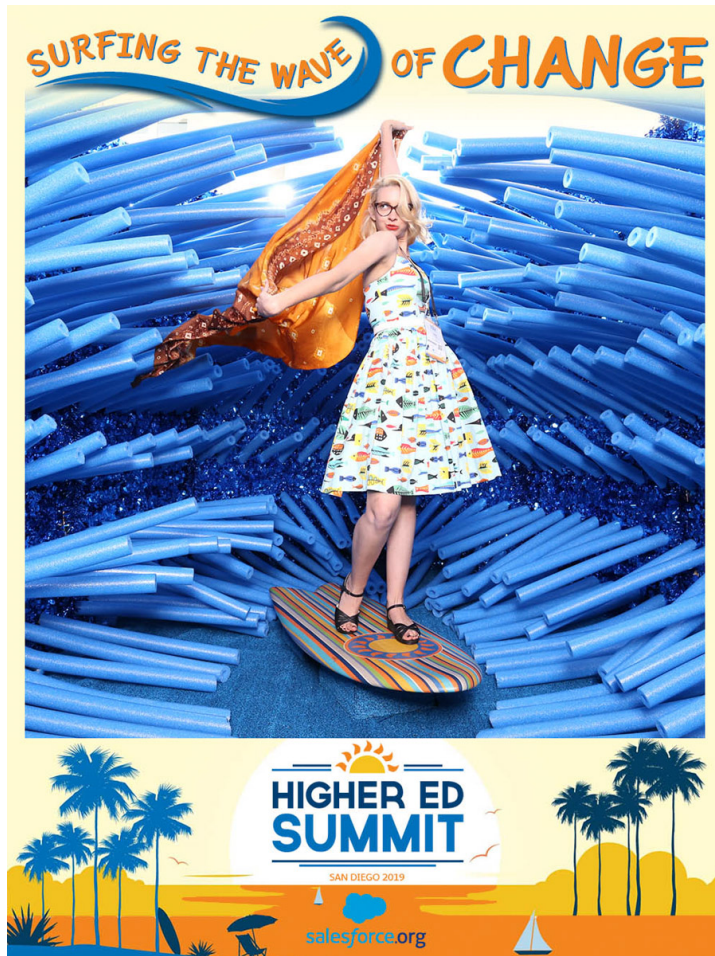
HIGHER ED SUMMIT

Activation 1 of 2

Conference: Salesforce.org Higher Education Summit

Date: April 16-18, 2019

Location: Hilton San Diego Bayfront



DETAILS

Novel installation design

How many pool noodles? 300

With a wind machine to create movement in the noodles and attendees' hair, we captured GIFs.

Click through below to check them out.

Team of 2: Photographer & Digital Technician

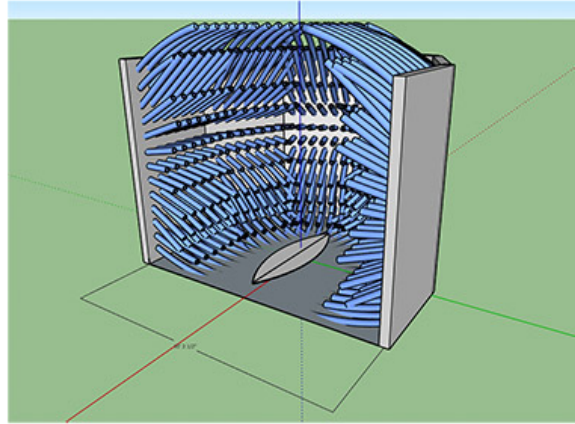
[Learn More](#)

DESIGN PROCESS

Initial Concept Mockup



3D Design



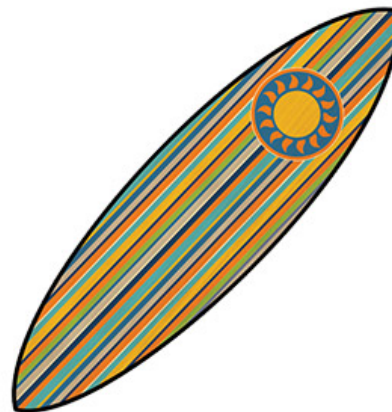
Fabrication & Install



Conference Logo



Surfboard design based on logo



Vinyl wrap on surfboard



HIGHER ED SUMMIT

Activation 2 of 2

Conference: Salesforce.org Higher Education Summit

Date: April 16-18, 2019

Location: Hilton San Diego Bayfront



DETAILS

We pitched 5 concepts for a California coast-inspired activation and ended up doing 2

Custom hand-painted canvas backdrop

Authentic vintage VW bus

Themed props, costumes and set dressing

Images streamed to flatscreens

Team of 4: Photographer, 2x Stylists, Digital Technician

[Learn More](#)

#DF19

Conference: Dreamforce

Date: November 19-22, 2019

Location: Westin St. Francis, San Francisco



salesforce.org
#DF19



DETAILS

After success of VW activation in San Diego and DF19's Summer of Love/VW design motif, we sourced another VW, but this time a particularly unique custom build

We fabricated poles to attach to the roof to add in hammock seats

Team of 4: Photographer, 2x Stylists, Digital Technician

Activation sponsorship sold to an exhibiting company

[Learn More](#)

Thank you for taking a moment to check out this deck
highlighting 4 years of collaboration.

I'm humbled by the people I've met through this, in particular
Executive Producer Deb Goeden who has chosen us to
collaborate on a lot of different ideas under a lot of different
circumstances.

Up next is the 2020 Higher Ed Summit in Indianapolis at
the end of April!

If you'd like to learn more, please check out our Capabilities
Deck, Website and Instagram or get in touch by phone or
email!

Peace & Love,

David Herschorn

mobile: 805.637.2625
david@photobohemia.com