



be-good

Welcome
to be-good

We design and produce
compelling live event
experiences.



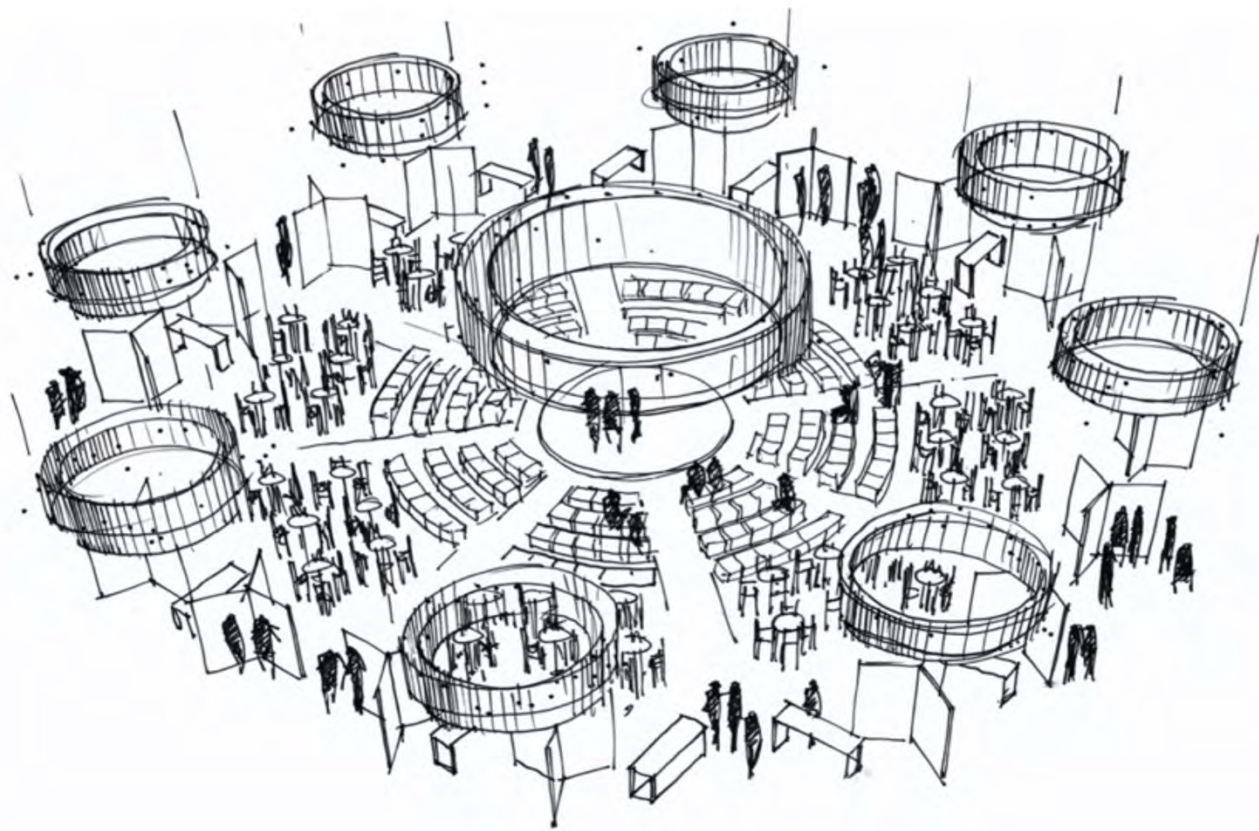
Staging & Production

Live events are a supercollider for ideas, insight and human connection.

Our flawless creative and production expertise turn these moments into valuable opportunities for businesses and their people.



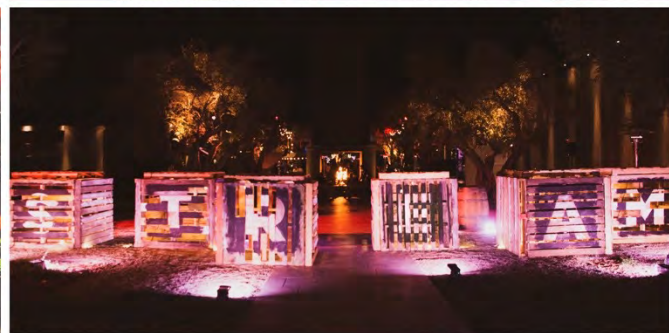




Environmental Design

We create spaces to meet strategic objectives.

The joy of human interaction flows through every experience we design.





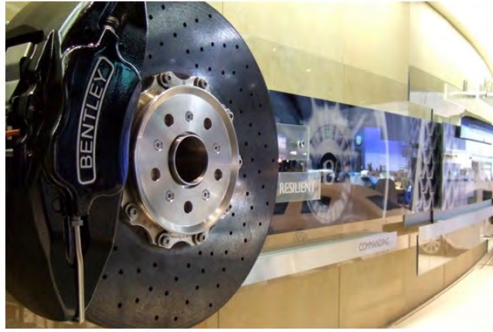
Installations

We design and build large scale installations, sculptures and interactive art.

Creative impact for brands and businesses.

Creative thinking writ large to focus hearts and minds.







People Power

Our events spark participation & bring people together to do more than just listen.



Here we are.

...with decades of global business, creative and live event experience.

We make it happen.



Sarah
Founder & CEO

Developing powerful engagement strategy for global clients for over 25 years. Sarah is a valued business partner and champions human creativity to activate communities in the digital age.



Klyf
Creative Director

A design approach strongly rooted in strong, disciplined creative process. His expertise threads through celebrated standalone installations, digital & live environments, print & classic graphic design.



Cheryl
Operations Director

An authority on global logistics for our clients with 40+ years of international event expertise. A trusted contract negotiator & advisor across every touch point of the production process.



Julie
Business Development

Focused on building relationships to deliver exceptional service. With significant experience in sales and marketing roles with global brands.

Expertise

STRATEGY

Experiential design, Campaign planning, Event programming, Insights, Consultancy.

CREATIVE

Ideation, Concept Development, Experience flow, Scriptwriting, Storyboarding, Visualisation, Direction, Design, Animation.

PRODUCTION

Stakeholder Management, Budget Control, Supplier Management, Sponsorship & Brand Activation, Talent Management

CONTENT

Design, Animation, Film & video, Photography, 3D Environments, Digital, Presentation Content, Copywriting, Presenter Training.

LOGISTICS

Global Logistics, Health & Safety, Venue Sourcing & Management, Contract Negotiation, Delegate Management.

TECH

Lighting Design, Projection Mapping, Sound & Visual Effects, Motion Graphics, Set Build, Virtual & Hybrid, AR, VR, Green Screen, Live Stream.

IMPACT

Engagement Planning & Implementation, Amplification Strategy, Community Dialogue.

GLOBAL PARTNERS

We make it happen. Anywhere in the world. Live event production and flawless communication for our global clients.

What they say...

There's no better events team than be-good, and their events are spectacular & effective. My teams have benefitted enormously from working with Sarah & Team on events that have all exceeded expectations.

JAMES ROSENTHAL, GLOBAL AGENCY DIRECTOR - GOOGLE

I have been to countless film festivals, conferences, workshops, art fairs and summits over the years in many countries, and I have to say what you have built and curated is very special. The vibe, mix of people and general philosophy and environment made for some real break throughs and light bulb moments for me personally. Would love to come back if you'll have me.

RAVI AMARATUNGA HITCHCOCK, HEAD OF PI STUDIOS

The team created a magical atmosphere in which to learn and share. Thank you! (and well done!).

JAN HARLEY, UNILEVER VENTURES

We've worked with be-good on Stream, our WPP unconference, for more than 10 years. All I can say is that they completely understand how to deliver this type of event – from great ideas on ways to get people to build communities to excellent creative and design work to high quality production. Our attendees always go away wishing there were an extra day. I'd recommend them very highly.

MARK READ CEO - WPP

"I am so aware of the generosity, love and kindness you bake into everything we do. I wish I could bottle it because it is the stuff that makes life worth living. I can't wait to carry on working with you."

ELLA KEIRAN, VICE PRESIDENT MARKETING - WPP

A huge thanks to you and all of your team for such amazing work. You are absolutely brilliant - and all of your team were unfailingly helpful, positive, calm, kind, thoughtful, supportive, and incredibly efficient. I am so impressed and so grateful to you all.

RUTH MACKENZIE DIRECTOR, LONDON 2012 CULTURAL OLYMPIAD I THE SPACE

THANK YOU

Talk to us.
We will transform
your next event.

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