



the Real Housewives OF WINSTON-SALEM

FP PRESENTS CASE STUDY

Real Housewives of Winston-Salem

Saturday, June 20, 2026 | Bamboo Lounge | Winston-Salem, NC

THE OPPORTUNITY

Turn a Saturday-night venue into a reality-TV world.

Real Housewives of Winston-Salem transformed Bamboo Lounge into a private, invitation-only birthday experience inspired by the heightened glamour and confessional storytelling of the Real Housewives franchise. The venue wanted dependable event-night revenue and exposure to a new audience; the host wanted a complete theme and memorable ways for guests to take part.

THE FP PRESENTS RESPONSE

A guest journey built for entry, participation, and playback.

Across two months of planning, FP Presents connected digital entry, lighting, audio, scenic layers, guest flow, and two capture formats. A day-ahead load-in supported a final 90-minute venue flip, including a new wireless-microphone confessional booth built around the talking-head format of reality television.



534

photo-booth moments captured

75

guest confessionals recorded

Exceeded

venue revenue expectations



THE EXPERIENCE SYSTEM

Built from connected details.

PHOTO BOOTH

Branded guest capture

CONFESSIONAL

Recorded guest stories

WALLET ENTRY

Mobile event access

QR ENTRY

Fast digital check-in

DIGITAL RSVP

Guest list management

COCKTAILS

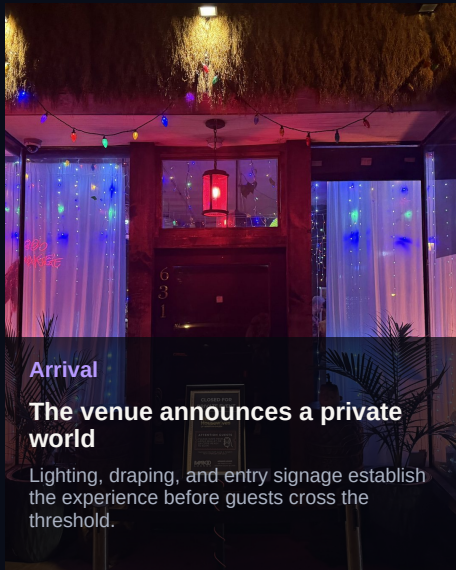
Event-specific specials

SECURITY

Guest and venue support

DIGITAL MEDIA

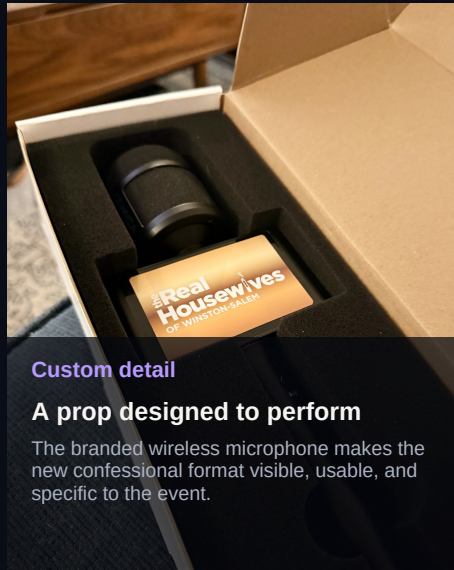
Campaign and event content



Arrival

The venue announces a private world

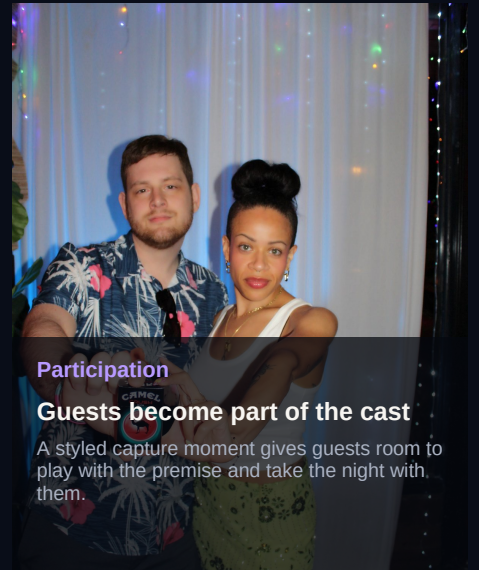
Lighting, draping, and entry signage establish the experience before guests cross the threshold.



Custom detail

A prop designed to perform

The branded wireless microphone makes the new confessional format visible, usable, and specific to the event.



Participation

Guests become part of the cast

A styled capture moment gives guests room to play with the premise and take the night with them.

PRODUCTION APPROACH

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CREATE THE NEXT EXPERIENCE

Give your audience a reason to show up.

FPPRESENTS.COM

Winston-Salem, North Carolina