

2019 ADMEI Achievement Awards

Best Innovative Event

\$100,001 - \$200,000



“Oh my gosh,
last night was totally
awesome!”



NAME OF EVENT

“Mow”Town

LOCATION

Nashville, Tennessee (USA)

DATE

September, 2017

ATTENDEES

800-1,000 guests

When a national brand lawn mower company asked PRA Nashville to create an event that stopped traffic, they meant it literally. PRA Nashville traveled over five hours to the state capital of the client's home office to create an event on a bridge that is the main artery to bring residents in and out of the city. For this event, the client's conference theme, “MOWTOWN,” not only paid homage to the music and style of the original Motown with a costume party, but it was also a play on words since the client was a high-end lawn mower company.

