



DANNY YEZERSKI

Name: Danny Yezerksi, 36

How would you define success?

Getting paid to do what you enjoy, and appreciating being healthy and being loved

Most valuable life lesson you've ever learned

"Don't die with the music in you!" To me that simply means just to get out there and do what you really want to do today. Or in event terms, "life is not the dress rehearsal".

Main passions outside of work

Bikram yoga (yoga in a hot room at 37 degrees), drumming and playing guitar, cooking, and flight-simulator training.

Name something that most people wouldn't suspect or know about you.

I love the Muppets and all things Sesame Street. Maybe I was a Muppet in a past life. Also, "It's been a business doing pleasure with you" is my favourite way to end any meeting.

MANAGING DIRECTOR AND SPECIAL EVENT PRODUCER, TP EVENTS

High school provided an education in more ways than one for Danny Yezerksi.

Spending more time behind the scenes in the Moriah College school hall than in class, producing yearly festivals and special events provided an arena for Danny to explore the wonders of production. "I had a special arrangement with the headmaster to set up the sound for weekly assembly and produce a radio show. They asked me to hire lights and effects for drama festivals and events. Shows and events

became my real passion and led me to start my business at the age of 17."

Danny began producing events for communal organisations such as the UIA – with whom he has worked for over 18 years – JNF, JCA and the SZC. Realising that he needed to expand his professional skill base in order to branch into the very large-scale events he strove to produce some day, Danny embarked on what was to become one of the most rewarding journeys of his life. "I applied for a job working for international theatre producers Cameron Mackintosh and Andrew Lloyd Weber, and ended up touring through Australasia with the productions of Cats, Phantom of the Opera, Les Miserables, Rent, Miss Saigon and Joseph. It was an amazing and intense education in theatre technology, set design, multi-tasking and budget management." One day, Danny was asked to organise the opening night party for Miss Saigon. The 2000-guest party was named Sydney's social event of the year by the Sydney Morning Herald, which opened many doors for Danny. "Ric Birch called me the next day to do the Sydney casino opening, and from there I built my company and core team."

Today, TP Events is Sydney's premier special-event company, delivering creative solutions for a wide range of special events and entertainment-related projects for

corporate, government, social and community-based clients. In the past 20 years, TP have been involved with nearly 3000 events of varying sizes and complexity. Some of these include product launches, conferences, music awards live to TV, film and radio awards, New Year's Eve fireworks (including the now famous "Smiley" on the Sydney Harbour Bridge in 2000), casino openings, film premiers (Matrix, MIB and Cold Mountain, to name but a few), opening-night parties for theatre shows (Cirque De Soleil) and giant corporate events for the likes of LG and Sony. Over the last four years, TP have also been awarded "Telstra small business finalist of the year", accolades for "special event of the year" and "special event organiser of the year" from industry associations.

Despite maintaining a regular office cycle to meet with production staff, clients, and to manage the accounts, there is still no such thing for Danny, as a "typical day" in event production. "Every day is different, which is why I love the work. New clients, venues, entertainment and many other elements keep it varied and interesting." There are many aspects of Event Production that Danny enjoys, but what he loves the most about his work are the places it has taken him so far, from Hollywood film premiers to behind-the-scenes in corporate Australia's boardrooms, to the average family lounge room. "The real challenge of producing events is in understanding

what the clients' expectations are and then trying to meet them. The many staff and suppliers that support TP add colour to the daily grind, as they are an eclectic mix of artists totally devoted to our events whether its fireworks or canapés, entertainment or security."

Danny's business philosophy is based on "keeping it simple", smiling ("it changes everything") and surrounding himself with the best people. It is this philosophy that he attributes to his ability to keep his composure in stressful situations; for example, "at a premiere when John Travolta or Nicole Kidman are being swarmed by a media frenzy, or if the Prime Minister and the federal police are pressuring you to keep things on schedule". Danny also believes in honouring his staff and other people that contribute to the success of an event and help TP stand out, "because they are the real stars. My core team and suppliers have been with me for over 10 years, and I encourage them all to feel like they are working with me, not for me."

Danny is now starting to develop his own projects and hopes to produce some outstanding entertainment events like a large music festival combining the world's best talent, or a large-scale event for kids. "Of course finding new challenges within the business community or social events is always on the horizon. I am open to any new challenge and love working with people to make events happen."



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t: (02) 9386 9494
www.tpevents.com.au

