

World Vision – Journey to Jamaa Experience

About the Client: World Vision is an international humanitarian relief organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. The excellence of World Vision’s work has earned them the trust of more than 3 million donors, supporters, and volunteers; more than half a million child sponsor, churches, corporations, and government agencies in the United States and throughout the worlds.



Objective: World Vision has had much success with their World Vision Experience: AIDS Tour, an interactive, walk-through exhibit that transports participants into the heart of Africa and walks through the life of a child affected by the AIDS crisis. The downside of the exhibit is its lack of mobility. Requiring over 3,000 square feet of set up space and 250 volunteers, the exhibit is not built to serve the small to mid-sized church market. World Vision produced a high-quality movie (Journey to Jamaa) based on true events that told the story of two children affected by the AIDS crisis. World Vision engaged Synergy Production Group to create an event around the movie that could be taken into small to mid-sized churches to experience a *touch* of Africa; sharing the World Vision story and giving them the opportunity to respond through child sponsorship. World Vision wanted Synergy to custom design, develop, fabricate and tour an exhibit similar to the Experience AIDS exhibit but built around the movie.

Services provided by Synergy Production Group:

- Concept, Design and Development for customized mobile exhibit
- Custom Exhibit Fabrication and Construction for touring capabilities
- Exhibit and Production Budget Management
- Production Management
- Creation of Touring Model for Exhibit including Staffing and Training
- On-site event management
- On-site production (audio, video, and lighting)

Results: The Journey to Jamaa Experience continues to deliver one of the highest percentages of child sponsorship rates of any World Vision initiative. Synergy created a custom scenic set to house the projector screen featuring a 15 ft dimensional African tree. Lobby exhibits were fabricated to usher church members into the experience while making it easier for them to get information and sponsor a World Vision child. “Incredible”, “absolutely magnificent”, “compelling”, and “life altering” are just a few of the comments received by churches after their congregation hosts The Journey to Jamaa Experience.

