

EVENT EDITORIAL

Après Ski at the SharkClub

January 17, 2025



I attended an “Après Ski” themed event hosted by Okanagan Party Life and SENDSZN Parties to observe how the popular mountain-side tradition would translate to a nightlife setting in Kamloops. As someone who grew up skiing in the Alps, I was particularly interested in seeing how a downtown venue would recreate the atmosphere of a classic après-ski celebration.

The event took place on January 17, 2025, from 10 p.m. to 2 a.m. at the Shark Club Sports Bar & Grill. Tickets were priced at just \$5, making the event highly accessible and drawing a large crowd of university students. I attended with friends as the designated driver, allowing me to observe the event from a more analytical, bird’s-eye perspective.

Inside the venue, organizers worked to recreate a mountain-inspired atmosphere. A large LED wall displayed a continuous highlight reel of scenic alpine landscapes, helping establish the visual theme and evoke a ski-resort environment. Notably, the venue temperature was unusually cool, which appeared to be an intentional attempt to mimic the outdoor mountain climate and encourage themed attire. However, many attendees seemed unprepared for the indoor chill, and several could be overheard commenting on the cold.

Throughout the evening, DJs periodically tossed free merchandise into the crowd, energizing the audience and maintaining engagement. Despite the limitations of hosting an après-ski

themed event in an indoor bar, the organizers made effective use of the space to create a lively atmosphere and strong party energy, bringing a taste of mountain culture to downtown Kamloops.

From a production standpoint, the event included an extensive audiovisual setup featuring colour-changing LED strobe lighting, a large LED video wall, two lighting arrays positioned on either side of the DJ booth, handheld microphones for the DJs, and the venue's built-in surround sound system. Tables were moved to the upper level to expand the dance floor, leaving only the built-in booth seating. This proved to be a practical decision given the large turnout, allowing more room for dancing and crowd movement. Event coordinators circulated throughout the venue while multiple security staff monitored the space to ensure safety. The DJ booth was positioned adjacent to the long central bar, creating a natural focal point for the crowd.

While the event was well executed overall, hosting the event outdoors may have enhanced the theme even further. Traditionally, après-ski gatherings take place outside on the mountain immediately after a day of skiing. An outdoor setting would have allowed guests to fully embrace the theme through appropriate attire and could have created a more authentic alpine atmosphere. Additionally, a menu featuring themed specialty drinks would have complemented the concept and added another layer to the experience.

Overall, the event appeared to be well organized and widely enjoyed by attendees. SENDSZN has built a reputation among university students for hosting trendy, high-energy parties, and this event lived up to those expectations. One potential improvement for future events would be slightly increasing ticket prices, by 25 to 50 percent, to allow for a venue or setup that more fully supports the theme and overall experience.