

# Case Study 9 – Australia

**Event Type:** Company Conference  
**Numbers:** 300 attendees  
**Budget:** Confidential  
**Client Brief:** We have sponsors investing in us – and they need 'bang for their buck'!



## What We Did:

Research and development of full program and full conference management thereafter. Development and then full management of post conference extension options.

## Challenges:

'Everybody' has been to Sydney! was the reaction when the annual conference was announced!

Our task was to produce events within the event to prove that you may have 'been' to Sydney, but you haven't experienced 'this' in Sydney!

## High Points:

Watching the attendees react to yet another surprise event.

- Bledisloe Cup game
- MasterChef for the whole group!
- Maximising the fabulous harbor at day and night
- Check out the view from up here!

## Client / Delegates Comments:

*"Thank you yet again NZCC for developing an innovative programme that exceeded everyone's expectations! – and yes we made it within budget with a bit to spare"*

*"Congratulations, you guys have done it again. Where do get all your ideas from?"*

*"Another successful conference. Never thought you'd get me up that bridge – but I've got the photo to prove it – THANKS"*