

Case Study 8 – New Zealand



Event Type: Conference Workshops
Numbers: 250 attendees
Budget: Confidential
Client Brief: 2 day conference with good networking opportunities coupled with a learning environment



What We Did:

Designed a very 'user friendly' registration website for attendees that covered all the flights, accommodation, optional activities and workshop options.

- Received via a PayPal facility
- Confirmed all arrangements to delegates via their preferred method
- Advised the client on workshop layouts, optional activities and overall content to ensure exciting and measureable outcomes
- Designed and advised on sponsorship packages to their industry partners

Challenges:

As all delegates were paying for their own accommodation, airfares and conference registration – we needed to be very vigilant with keeping their payment due dates on schedule. This was imperative to ensure payment schedules to suppliers were kept as per the contracts signed.

As many registrants were self employed and SME's we were also accommodated payment plans and extending a deadline for possible.

High Points:

Delivering a programme that provided exceptional value for the investment made by both attendees, client and sponsors.

Client / Delegates Comments:

" Thank you NZCC for helping us achieve the huge challenge of providing a worthwhile event on a low budget! We did it!"

"I'm a small business and it was a huge decision for me to attend. I'm so glad I did, as what I have learnt I will be able to apply straight away and recoup my investment. Can't wait until next year"