CASE STUDY

Technology Conference
& Exhibition



We were tasked with showing people the **FUTURE**

What can we achieve together?

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The key goal of this dynamic event was to establish in the minds of the 1200 attendees that Huawei's innovation and value propositions are helping build a better connected Australia. Customers, partners, analysts and media were there for the primary purpose of gaining insight into Huawei's solutions in Australia and around the world.

Synergy set a new benchmark by developing and delivering a progressive, highly engaging and interactive program which showed delegates exactly how Huawei integrates cutting-edge technology into real life making a tangible difference in the way people live and work.

Customers, partners, analysts, and media were invited with the primary purpose of giving insight into their solution offerings in Australia, and around the world.

Through developing and designing a progressive, highly engaging and interactive program, we could show the delegates exactly how Huawei integrates cutting-edge technology into real life making a tangible difference in the way people live and work. We would set a new benchmark.

We had a very short lead time of 8 weeks. So we rolled up our sleeves.

The Brief

To create a highly memorable event that showed Huawei are on the cutting edge in the hyper competitive fields that make up the ICT industry, that is the multi-disciplinary convergence of audio-visual and telephone networks with computer networks through a single cabling or link system.

An event of this scale with a strong technological focus involves meticulous planning and execution. Here are some key elements of the event which brought the brand to life.

Pre event and onsite communications

Online website and registration, online industry advertising, banners, event app integration for onsite exhibitor lead tracking, program information, and prize draws.

Exhibition

Site and stand design across 20 key product areas incorporating sponsors and key corporate messaging, large-scale animated graphics featuring branding and program information, augmented reality guest interface, merchandise, coffee carts and phone charging stations.

Presentation activities

Plenary and concurrent breakout sessions, VIP and dignitary meetings, speaker management, room and AV management, video filming, VOX pops and video highlights. Very large screen signage across the venue with up to the minute program information and marketing messages. Screens ranged in size from 40m x 11m to 22m x 4m.

Technical production

Technical design and planning with roll-out for all speaker presentations, video/animation development, dynamic lighting and presentation design, full AV crew for event execution.





Guest registration services

Onsite registration/hospitality services, guest gifts, merchandising - water bottles and name tags/lanyards incorporated triggers for augmented reality animations.

Event design and branding

Branding and signage, pre event advertising - corporate URL, MREC, Vert REC, press advertisements, HTML and outlook invitations, industry magazine advertisements, social media, full post event brochure design and print for follow-up campaign.

Venue management

Contract negotiations and management, layout and flow, onsite food and beverage/staff management.

Hotel and travel management

Manage hotel and airline block and individual requirements for guest travel.

The Results

Our highly memorable event established in the minds of the 1200 strong audience of IT professionals that Huawei is truly a world leader in ICT. Through dynamic content delivery across three screens the audience experienced firsthand the innovation of the Huawei brand and approach.

The sponsors were delighted too with the highly visible and relevant exposure they received in the industry and being amongst such a high profile audience and leading industry event.

It has been great working with Synergy. Thanks for all the support over the last three years. I think we achieved some great events for both customers and partners working together and this has been down to your hard work, understanding and creativity.

Andrew Heading

Marketing Director Enterprise Business Group
Huawei Technologies (Australia) Pty Ltd



