



the project.

Ashurst CPD Boost

the brief.

Traditionally, Ashurst's CPD face-to-face training series took almost a month to deliver across Australia, cost a significant investment and reached around 700 people.

In 2020, in the midst of COVID19 lockdowns, the annual CPD training would take place online.

Synergy Effect was given the challenge to create an online event including four one-hour training sessions which would position Ashurst as an innovator, leaders in their field and demonstrate their commitment and expertise.

the experience.

We designed a 3D virtual space based on the company's branding and modern professionalism. Presentations included direct-to-audience high-quality presentations and interactive panels, with speakers from across Australia and internationally. Using cutting-edge technology, all speakers were beamed into the event space.

Arriving at the event, guests immediately connected with Ashurst with a 10-minute countdown reflecting key values, followed by a 40 second sequence showcasing Ashurst as a leader in the legal profession.



the results.

The event series reached over 7000 guests across the four sessions, 10 times more people than the in-person series.

An average of 1,600 guests attended each session, with the most popular exceeding 3,000 guests.

Feedback from the guests and client was that the series exceeded expectations and the sessions were incredibly engaging and highly valuable.

Synergy Effect was appointed by Ashurst for its global purpose launch in May 2021.



SYNERGY
E F F E C T

what our client said.

"Thank you so much for all your support in creating the CPD Boost with us. It really was an amazing journey. We couldn't have done it without your creativity, confidence and innovation. The Ashurst team have been receiving ongoing complements on the high-quality delivery. The feedback we've had from the internal partners has also been extremely positive. Again, thank you!"

Tahnya Seifman - ex Event Manager, Ashurst