



the project.

Huawei 10 Year celebration

the brief.

Create a celebratory event to connect, reward, empower and excite staff, showcase Huawei Australia as a leader and innovator in information and communications technology infrastructure and devices, and to reaffirm the future strategy and vision of the company to achieve a better-connected Australia for all which celebrates the country's rich and diverse history and people.

the experience.

Synergy Effect project managed all aspects of the event from concept and planning to the full production. To reflect Huawei's commitment to Australia, the Opera House was selected as the venue with theming focussed on Australiana.

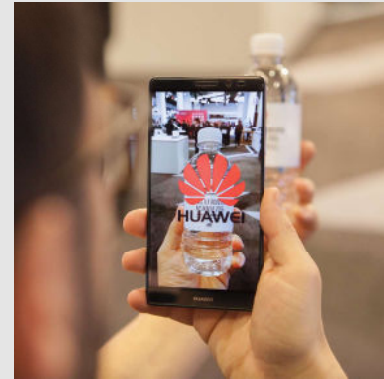
The event commenced with a welcome to country, indigenous artworks were central to the styling and indigenous performances were highlights of the entertainment.

Synergy Effect created content to showcase Huawei's people, international team and diversity, plus key brand messages, which were projection mapped into the internal roof of the venue, demonstrating innovation in action.



the results.

Synergy Effect became a preferred event partner for Huawei and since has staged over 20 events across Australian cities ranging from educational programs and product launches to large scale industry conferences and exhibitions.



what our client said.

"It was an absolute pleasure to work with you on this event. It was a tight budget which you managed well, delivering on all required elements and you still managed to offer added value via small details that did not go unnoticed! Our international guest said it was one of the best events he has ever been too. Thanks again team—you always make it easy not matter how complicated or otherwise the event is."