



## the project.

James Hardie's 2021 National Conference -  
hybrid style

## the brief.

In the midst of COVID-19 border closures and lockdowns, James Hardie remained committed to bringing its people together, seeking an engaging solution to take its national conference online.

## the experience.

We proposed face-to-face events in key capital cities, linking each venue with vision and sound so everyone was part of the same conference. Sessions took several formats including seminars, panel discussions and live VIP speakers from the USA.

Presenters were positioned in virtual settings that reflected real world manufacturing environments to match session topics. Presentations were a combination of live and pre-recorded content, and each event venue had a local host and Q&A's/feedback was invited after each session. An awards evening concluded the conference with 18 separate awards and 28 winners in four states. Throughout the event, live crosses to each venue were weaved in.



# the results.

Over 400 staff joined in the hybrid conference and awards celebrations.

The pre-recorded content provided the unique opportunity to capture Line Managers from within the business, building a stronger voice and culture.

The utilisation of capturing content from the manufacturing plant brought context to the message around safety and strategy.

Each group in regional sites really enjoyed the opportunity to participate throughout the day and sharing in the fun through their unique activities both locally and through the social wall and session Q&A through the conference app.



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## what our client said.

"Thanks so much for all your hard work to make the national conference come to life. It was a huge success. With such a new style of delivery, your coaching, planning and confidence really put us in good stead to deliver a project of this scale."

Les Gentner - James Hardie Procurement Manager