



the project.

National Franchise Conference Alice Springs

the brief.

Create a conference platform to launch an ambitious set of new goals and reset expectations across the business, plus bring the network together for their much anticipated yearly conference. Initiate a change in belief, behaviours and performance expectations.

Develop a strategy to not only give tangible form to the goals but unite and inspire the national team.

As long-term partners, we had designed and delivered years of progressively outstanding conference and incentives for our client with the accolade of continual improvement year after year. This gave them the confidence that the yearly conferences would be the perfect platform to set them up for success when launching new strategy.

the experience.

A multi-day conference embracing outback activities, social and awards events, alongside unique personal and peer to peer learning opportunities.

Business sessions incorporated highly inspirational speakers fostering a space for shared learning, growth and development. This was mixed with destination inspired exploration activities to ensure franchisees were highly engaged, provide multiple opportunities for bonding, as well as 'money can't buy' experiences.

Activities included a desert regatta, joining with local indigenous Australians to embrace traditional stories in waterholes, culinary experiences including bush tucker delights and events in remote locations under the stars.

Synergy Effect undertook all elements of conferencing and activity planning, creation and roll out - delivering a streamlined, rich and meaningful experience that was talked about for years.



the results.

The conference delivered huge measurable success with the business on track with their ambitious goals the following year.

The diverse experiences fuelled willingness to embrace very real business challenges. The conference deeply strengthened the franchisee community with guests leaving feeling valued, committed, and inspired for the future.

For Synergy Effect, the resounding success of this conference program kept the momentum high in the lead up to Synergy creating the High Achievers Incentive Conference, which continues to drive excellence in the franchise network - purposefully designed to be more aspirational than the National Conference and the franchisees to challenge themselves to achieve a place each year.



SYNERGY
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what our client said.

"We have been working with the team at Synergy Effect for many years, and are always amazed how time and again they come up with conferences, events and incentives that are both truly unique and not just achieve but exceed expectations in terms of both experience and achieving our strategic business goals."

what guests said.

"An incredibly inspiring conference in a setting unlike anything I've experienced before."

"I felt connected to nature, culture, and my community of franchisees."

"I've never felt more passionate about my work." "This conference was absolutely a highlight of my career."