

MEDIA RELEASE

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cievents initiate Australian first in event technology

cievents initiated an Australian first in partnering with PixMob to transform what could have been a stock standard sales conference into a technologically groundbreaking event. Using their cutting-edge product KLIK, we delivered a premier experience that fulfilled our client's brief of holding an event that placed digital innovation at the forefront.

A digitally-led sales kickoff

Held in May at the International Convention Centre in Darling Harbour, Sydney, the event was a sales kickoff conference for a telecommunications company. It was attended by 2,200 delegates who had flown in from around Australia and overseas.

This was the first corporate event in Australia where KLIK technology was used. KLIK's supplier, Montreal-based PixMob, has worked on events as big as Eurovision, the Superbowl halftime show and Taylor Swift's 1989 World Tour.

"Our client challenged us with the idea that they wanted the event to be digitally-led," said Event Director Angela McDonald.

"The idea of a printed name badge with a lanyard is a bit outdated now. We were trying to be on the front foot so that the very first touch point with the attendee when they arrived started as a digitally-led experience. KLIK was the best product to do this and meet our customer's brief."

First-rate identification, security and analytics

All delegates were given a KLIK wristband branded with the event name, which made the registration process much smoother, as there was no need for attendees to stand in long lines waiting for names to be crossed off lists. A total of 1,940 delegates registered onsite in 1 hour with barely a queue. The wristband also ensured that those not registered for the event couldn't enter.

Not only did these wristbands help us with identification and security, but the embedded beacon technology captured valuable information about conference attendees that can be used by our client to gauge the event's success and improve future conferences. The analytics allowed us to collect data regarding who attended sessions and where delegates were at particular times.

"We used the beacon technology to tell us who actually attended the sessions, without us having to scan or do anything" Ms McDonald said.

Once the post-event data is analysed, we will be able to provide our client with information regarding session attendance as well as dwell times - how long delegates

stayed in a certain area. This is especially valuable to exhibitors, as it shows which stands were most popular and how long people stayed at each one.

Innovative event production

In addition to capturing information, KLIK also enhanced the conference experience for attendees. LED lighting enhanced the event production by illuminating award winners, and encouraged interaction and immersion through small details, as Ms McDonald pointed out:

"We captured during the registration process what delegates' favourite colour was. Everyone's wristbands lit up with the colour that they had pre-selected."

cievents is excited to have partnered with such a ground-breaking company that enhanced the event experience for our client. To learn more about how we can transform your event, get in touch with us today.

From event management to creative services, the cievents offering is broad and suits events and companies of all sizes. Whether you're catering to 10 people or 10,000, cievents can help you to bring your corporate event dreams to life.

cievents can work with you to create, produce, design and run an event or meeting that caters to the needs of all stakeholders, partners and suppliers. Planning is an essential part of running any corporate event, and we understand that for many businesses, that's something not everyone has time for.

Our dedicated teams will work with you on every detail so that the final product achieves the desired outcome.

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FURTHER INFORMATION:

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cievents registers event delegates with KLIK wristbands



KLIK LED Technology used in the plenary session