

CLIFTONS CASE STUDY

Collaborating across borders

Uniting sales teams across
multiple locations



When it came time to hold the Cliftons sales conference in March 2021, it quickly became apparent that the preferred option to host everyone face-to-face wasn't going to be possible. With international travel restrictions still in place and participants located across Australia, New Zealand and Singapore, we needed an alternative approach.

The answer? Using hybrid event tools to create an engaging, collaborative workshop environment. Thanks to the comprehensive pre-event design, we were able to bring our sales team together in an effective way to host a successful and highly collaborative strategic planning session that created a strong foundation for the year ahead.

The Situation

The Cliftons sales conference is an integral part of the annual training and planning process. Usually, we bring our team together for a day of training, strategic workshops and more. But in March 2021, we knew that international travel restrictions meant that our team members in Singapore and Auckland wouldn't be able to come to Sydney. In addition, our Perth-based sales representative was also unable to travel.

But we didn't just need the ability to present to people in multiple locations. Team members needed to collaborate and interact in the same way as if they were co-located. We needed the capacity for small group work, with participants in multiple locations and one-to-many presentations.

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We were able to create a hybrid event environment with next-level interactivity, successfully overcoming some of the biggest limitations of digital events.

In addition, the platforms used could scale easily to more participants across multiple locations.

Stephen Cox,
Chief Revenue Officer,
Cliftons

The Solution

Using the skills of our dedicated event production and IT teams, we created both an environment for whole group presentations and small group workshops. Both environments required interactivity with discussion being particularly important in the workshop groups.

Multiple cameras, microphones and audio inputs were required as well as AV mixing and event platform management. Fixed wide-angle cameras captured the whole room and mobile cameras tracked individual speakers created an interactive experience for whole group sessions.

For the small group breakout sessions, multiple tables were set up in the main Sydney event space. A screen positioned at the front of each workshop group allowed remote attendees to join the table virtually and participate in the discussion. Multiple cameras at the table captured all participants and created a feeling of intimacy to replicate an in-person meeting. In addition, carefully positioned microphones captured only the conversation at that table.

The Result

Cliftons created a robust setup that effectively replicated in-person workgroup sessions via a hybrid event model.

As well as meeting our internal strategic planning and training needs, the event successfully demonstrated the possibilities of hybrid and virtual event experiences to newcomers to the Cliftons team and guest presenters new to hybrid event delivery.



Do you need to collaborate remotely?

Our team is standing by to find out more about your event needs and provide you with options for flexible, safe ways to bring people together.

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