

CLIFTONS CASE STUDY

Compass Group

Cliftons support Compass Group in delivering a multi-city internal event with just two weeks of planning and preparation time.



The event specifications included:

- Two Compass Group venues (Sydney and Brisbane) and two external venues (Melbourne and Perth), all booked by Compass Group.
- Two sessions of 1.5 hours each on the event day, with set up and a rehearsal the day prior.
- Each location would have 1-2 presenters.
- Each location needed 2 x cameras, one on the presenter and one on the audience.
- Each location required dedicated onsite tech support.
- Some pre-recorded videos are to be played from the Sydney location.
- The capacity for Q&A to be managed via an online platform.
- Screens in each venue have a crowd view on TVs and a central projector for the presenter and slides.



Compass Group is a leading hospitality services organisation providing a range of food services and support services. It works across various industries, including education, healthcare, energy and resources, corporate, fine dining and more. Compass Group also offers a range of procurement, contracting and supply chain management services through its Foodbuy arm.

The Situation

Compass Group needed to host an internal event to brief team members on the latest company updates and strategies, with presenters and attendees in four locations: Sydney, Brisbane, Melbourne and Perth. After a previous supplier fell through two-weeks before the event, Compass Group approached Cliftons to provide the technical event and audio-visual support.

Compass Group also wanted to minimise the time involved for the executive-level presenters. This meant limited availability for rehearsals on the day prior and ensuring that any tech setup, for example, for microphones, could be streamlined to reduce the time presenters needed to be onsite. In addition, each venue would need to be set up in under two hours.

The solution

Cliftons recommended that Compass Group use the Zoom Webinar platform for the event as an easy-to-use platform that would work within budget constraints. Cliftons also recommended using Slido as the event Q&A platform, which was customised with the Compass Group branding and then managed on the day by a Compass Group employee as the moderator.

Cliftons also coordinated the required AV equipment and support for all four locations, including:

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“Cliftons made sure the whole event was so professional and seamless. With a mix of executives presenting across four locations, there was a lot of potential for complications, but Cliftons managed everything. There were no issues with the audio or delays, aside from one small microphone problem that was quickly dealt with.

We also greatly appreciated the proactive advice on the internet challenges for the original Melbourne venue, which meant we could find a new venue without the same limitations. The Cliftons team was friendly and responsive, and we look forward to working with them again on future events”

Jonny Neech, General Manager
Brand Development,
Compass Group
Australia

- Production cameras
- TVs and stands
- Foldback monitors
- Laptops
- Microphones, mixers and speakers
- Onsite tech team for setup, pack down and live event support.

Through pre-event discussions with the Compass Group team, including the in-house IT team, it quickly became apparent that the IT infrastructure at the originally booked Melbourne venue would need to be more robust. The venue had no wired internet, and the event would need to use a public Wi-Fi network. Cliftons advised that we could not guarantee the platform’s performance under these constraints. Hence, Compass Group changed the Melbourne venue two days before to ensure reliable and robust internet connectivity.

Cliftons provided a technical solution that met the Compass Group’s needs, including pre-event support, on-the-day tech management and post-event recordings.

The result

Over two sessions daily, Cliftons successfully managed the events to ensure a professional, seamless production. A rehearsal the day prior identified some minor issues with the Brisbane

venue, which were able to be quickly pinpointed and rectified before the live event. In addition, a minor issue with one of the lapel microphones at the first session in Sydney was quickly dealt with, as the Cliftons standard is to have a contingency handheld microphone ready for a seamless swap over in the event of an audio issue with a lapel microphone.

Using the Sydney location as the event hub, Cliftons centrally managed the presentations for each location to create a streamlined experience. This included embedding some pre-recorded content into the presentations. Cliftons use Live Communications software that includes both video and text to ensure immediate communication between Cliftons and Compass Group team members where required that does not disrupt the audio of the live stream.

Cliftons also provided guidance on best presenting the audio-visual content, as Compass Group initially requested slides to be shown on TVs with presenters on a central projector screen. Cliftons felt that this might make it harder for audience members to focus, instead recommending that both slides and presenters be projected centrally onto a single screen and the TVs used instead to broadcast to the audience in all four venues. This helped to reinforce for event attendees that it was a single-team event, with live attendees across four cities. All attendees were onsite at the four venues, with no further event streaming for remote participation.

Do you need a venue to help with all your in-person, hybrid and multi-city event needs?

Our team can discuss your organisation’s specific needs and help you assess the various options. We can support multiple multi-city event formats using our venues and external locations. Our tech team can help you determine the best platforms and equipment to get the results you need and advise you on how to work within any budget constraints.

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