

Cliftons Conferences

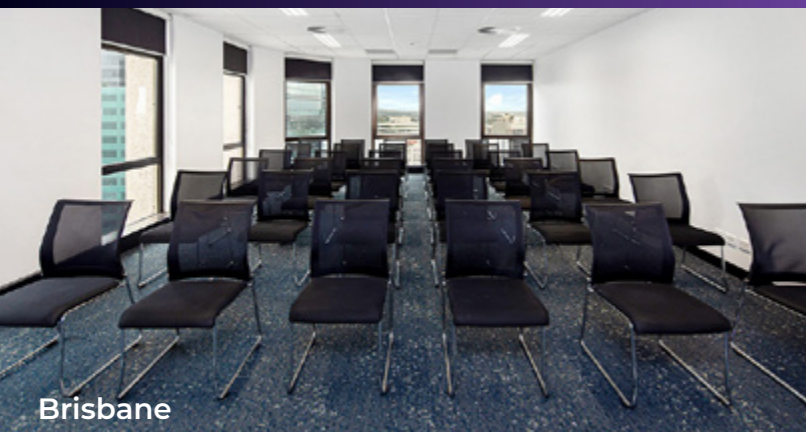
Spaces that work



Adaptable conference spaces

Cliftons is more than just meeting rooms – we offer comprehensive, flexible, and spacious facilities that meet all your conference needs, including fully inclusive AV pricing, virtual and hybrid event options, and in-house catering. Our venues can also be configured for conferences for up to 450* delegates. And if your needs differ from this, we have a network of over 1000 partners we work closely with to deliver your event.

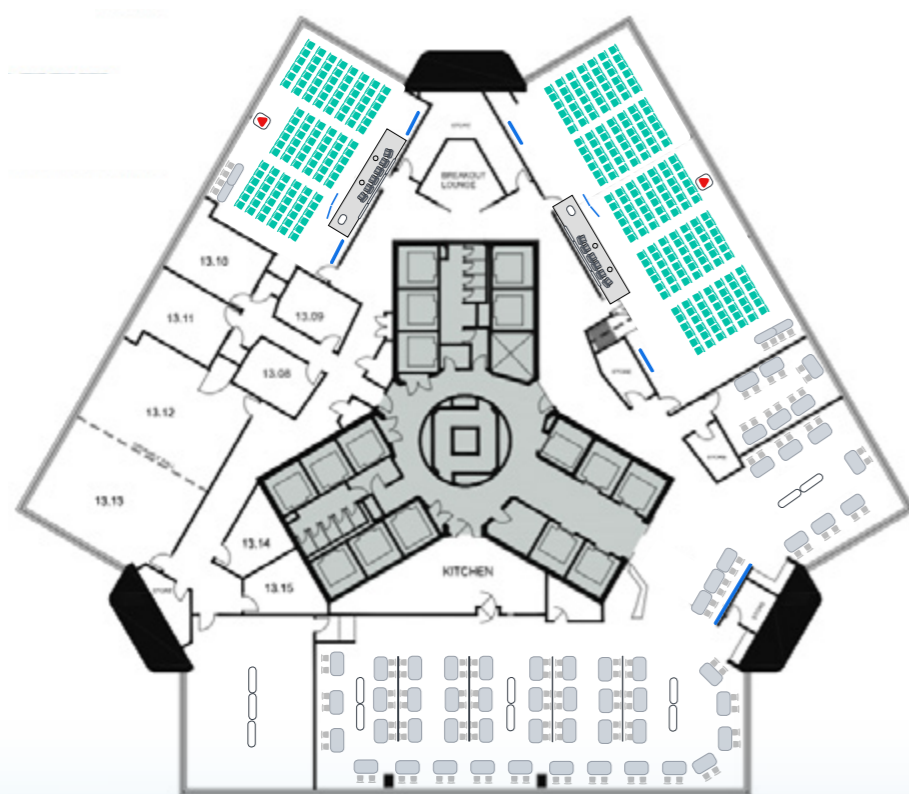
**Based on scope and venue*



Spaces that work

Cliftons conference spaces have adaptable room configurations to suit a range of conference formats and sizes. Our venues feature:

- All conference elements on the same floor
- Ample natural light
- Easy flow around the floor for great interaction between delegates and sponsors/exhibits
- A dedicated registration area with a video wall for theming
- Digital displays and signage
- Pillarless rooms, with multiple room sizes for plenary sessions and meeting rooms for breakout sessions
- In-house AV support and all-inclusive pricing for AV equipment
- Flexible access hours
- Dedicated organiser room
- Ample space for networking and breakout lounges
- Options for a dedicated exhibitor space
- In-house catering with customisable menu options
- Tea and coffee throughout the day



Sample floor plan: Cliftons Margaret Street, Level 13.

Comprehensive event management

When you book with Cliftons, you get more than a space for your conference. Your booking gives you access to a dedicated event manager and the ability to use our comprehensive event management services.

We bring together:

- **Spaces:** Versatile locations in CBD locations, as well as a partner network of other venues, to suit different event formats and sizes
- **People:** Experienced and friendly team across project management, broadcast and tech support, marketing, graphic design and more to suit your event needs
- **Tech:** Best-in-class event management software with comprehensive functionality across budgeting, delegate management, interactivity, reporting and more.

Our team can help you to manage:

- All aspects of event planning, from budgeting, theming, and post-conference reporting
- Speaker, sponsor and exhibitor management
- Delegate registration and communication
- Event marketing
- Accommodation and travel management



Our Event Management Process



We work through a structured process to define your conference goals and ensure every aspect is managed. Here's how it works:

1. Define goals: We'll go through your reasons for holding a conference and what you need to achieve. This includes defining why people will want to attend and determining what the metrics for success will be.

2. Understand your audience: We'll go deep into who your audience is, their role, the kind of people they are and more so that we can tailor the event plan to create something they'll engage with.

3. Determine the event format: Have many presentations or breakout groups focusing on workshops? Do you want lectures or interactivity?

4. Scope venue and software requirements: Whether your conference is in-person or hybrid, this will shape some choices. Whether our venues or the Cliftons network of partner venues, we can tailor the event to your requirements. Similarly, our recommendations will influence whether your virtual or hybrid event is pre-recorded or live-streamed (or a mix). We have a range of software tools available to enable interactivity functionality.

5. Create the content: As well as support creating presentations, including pre-recorded presentations, we can help develop marketing materials, event logos, banners and more.

6. Corporate Event Theming: Creative concepts and fully integrated theming to support your objectives. Talk to our team about bespoke and unique experiences for product launches, conferences, corporate awards, social and team-building events.

7. Consider monetisation: If your event is ticketed, we can help with suggested pricing and provide a platform for online ticket sales. In addition, if sponsorship opportunities are relevant to your event, we offer options like virtual sponsor booths and options for sponsors to connect with attendees.

8. Event promotion: Promoting your event with newsletters, blog posts, and social media is critical in today's crowded market. Our team can provide as much or as little marketing support as you need.

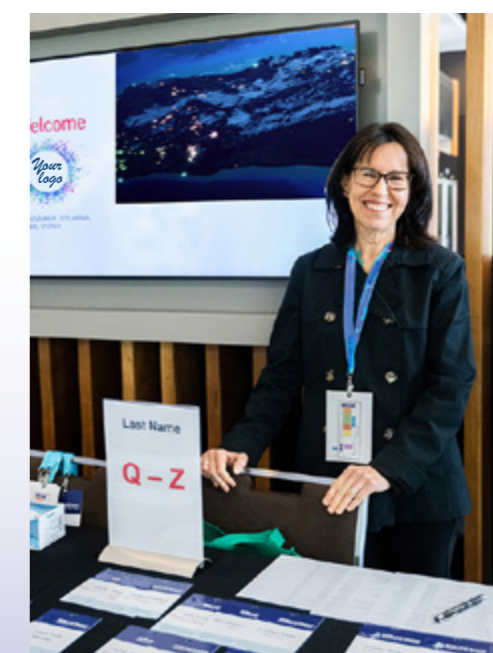
Cliftons provides a complete range of services before, during and post-event.

Pre event services

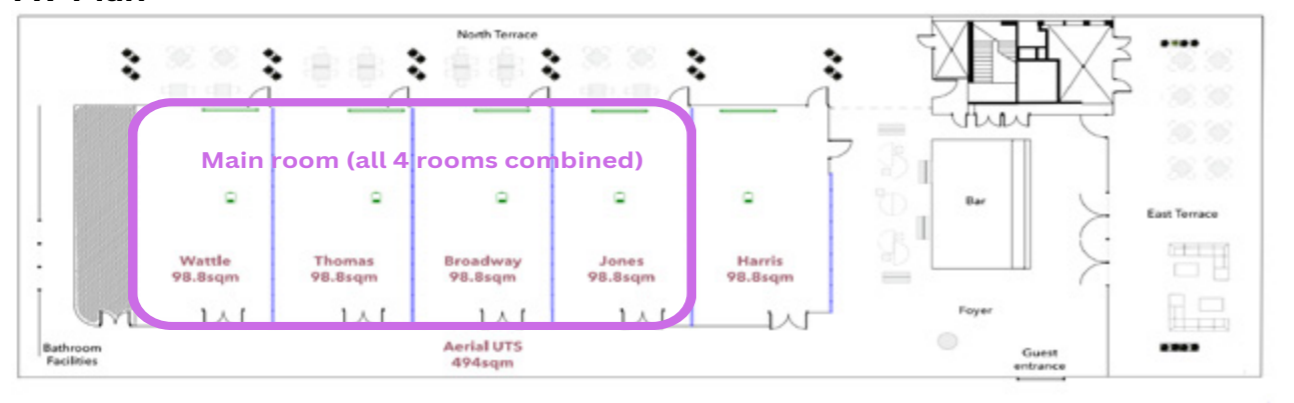
- Early engagement to understand requirements and vision.
- Create a customised "experience journey" map – aiding visualisation from the delegates' point of view.
- Provide a detailed floor plan – showing the utilisation of the venue floor, including exhibition, food distribution, and plenary.
- Conceptualise design and print collaterals.
- Project management with regular calls.
- Create a mature audio-visual plan.
- Organise suppliers and cost estimates for materials, entertainment, MC, displays and more.
- Dedicated pre-conference speaker liaison, including travel and onboarding,
- Ticketing and integrated event management services
- Assist with exhibitor manuals and support.

Post event

- Performance reporting, including attendance, leads/meetings, and session participation
- Organisation of presentations for delegates to download
- Feedback collection
- Debrief pack



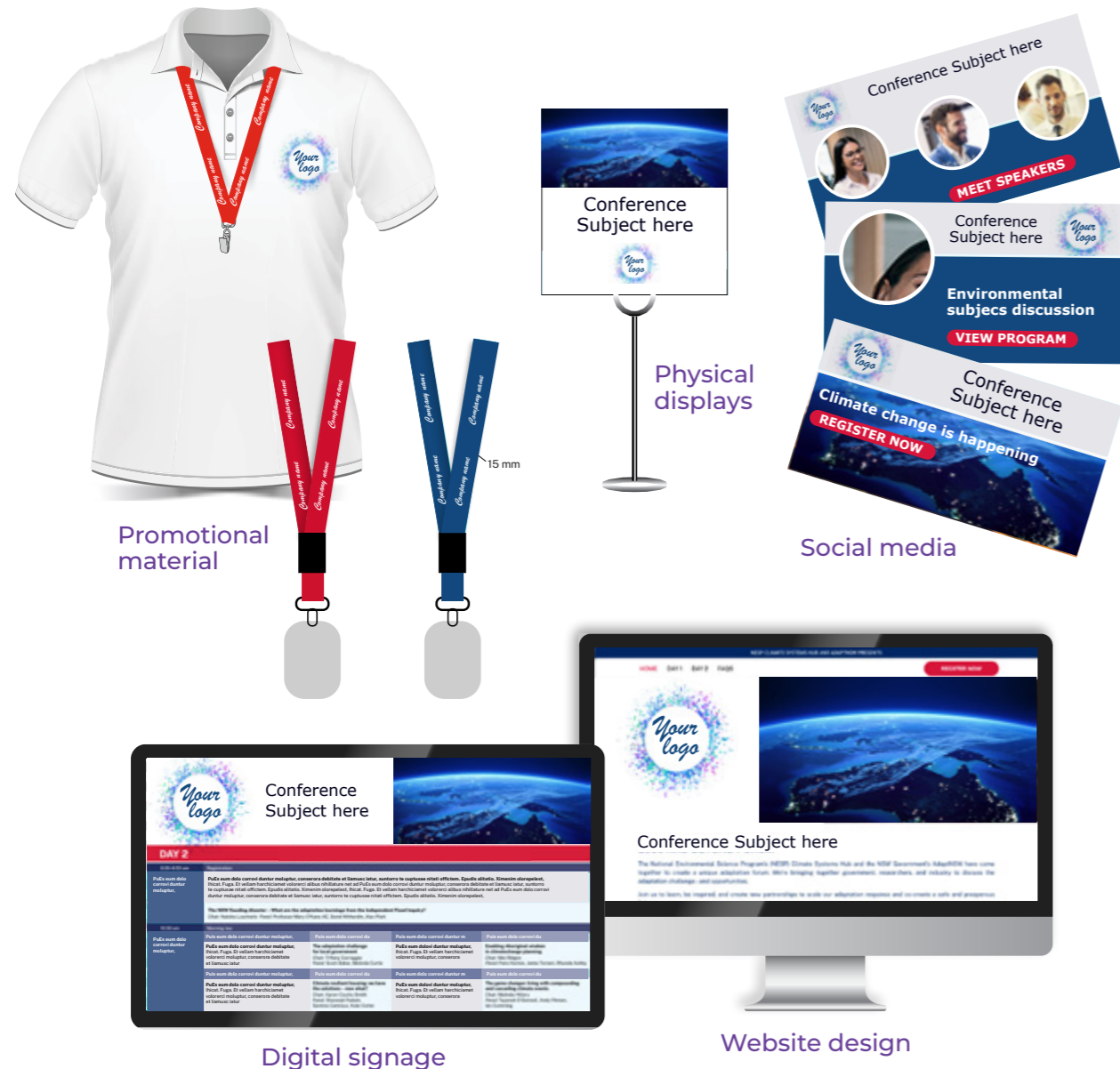
AV Plan



During event

- Ontime bump-in and set up
- Delegate management
- Name badge printing
- Audio-visual management with the tech and content
- Registration management
- Exhibitor and speaker management
- Venue management, including catering
- Clean bump-out

Event Marketing & Production



Promotional material

Physical displays

Social media

Digital signage

Website design

Our team can provide promotional and branding support for your event.

This includes the design elements and copy, such as your event logo, microsite and promotional assets, event emailers and reminders, social tiles, event notices, posters, programs, displays and signage. We source and create with sustainability in mind. All printed materials are collected and recycled after the completion of your event.

Website Design

The Cliftons team can provide design and artwork for the event microsite. Considerations such as web accessibility (WCAG 2.0) can be implemented into the design and execution of the site.

Onsite elements

Conference merchandise

Cliftons can source, design and produce conference merchandise. From T-Shirts, lanyards, name tags, gifts, bags and more, we can assist with your requirements.

Signage

Print & Digital

Print and Digital signage can enhance your delegate's experience of the event. Banners maximise impact and reinforce your brand. Where possible, we recommend the use of digital displays to lessen the requirement for print.

Note: All Cliftons venues utilise digital signage.



Additional Services

Looking to run a team building activity in conjunction with your conference? We can assist with tailored team building activities to suit your team's abilities and the outcomes you want to achieve.

Seeking a keynote presenter or MC for your event?

Cliftons is proud to partner with Ovations! a leading speaker bureau. Let us help you find the perfect Speaker for your next conference.



Better service, better pricing

Cliftons offers a comprehensive service with clear, all-inclusive pricing to ensure you can deliver your conference with a great experience for delegates, sponsors, and your organisation – all while effectively managing your budget. Plus, get the flexibility to tailor our services to your unique event needs, with a range of options to choose from.

Compare our rates to other CBD venues, and be pleasantly surprised at how much value you can get with one single provider to streamline your conference planning.





cliftons
EVENT SOLUTIONS

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ENQUIRIES

Streamline your event management. Cliftons provide spaces, people and tech to simplify even the most complex events.

CONNECT WITH US

www.cliftons.com