

CLIFTONS CASE STUDY

Creating a big conference impact both in-person and online

Showcasing the potential of hybrid conferences



opportunity to demonstrate to the business community a safe way to continue holding events that would deliver on objectives and provide the connection that was so sorely craved.

The Solution

Working in partnership with speaker bureau, Ovations, and platform provider PGI, together the team set about organising and hosting Cliftons Elevate, a hybrid speaker showcase with in-venue sessions in Sydney, Melbourne, and Brisbane and online participants from around the globe.

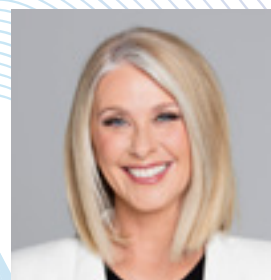
The event would be held on 3 September 2020 with nine hours of speakers, including futurists, Future Crunch, renowned author Keith Ferrazzi, and broadcaster Tracey Spicer. Participants could watch in-person, online live or replay the content on-demand.

The COVID-19 pandemic has undeniably changed the way that business events happen. International travel was wiped off the table for much of 2020 and remains difficult in 2021. Yet, there's still the need for businesses to connect and share ideas and while virtual meetings and presentations are helpful, there remains the desire to meet in person when possible and viable. Enter the hybrid event.

The Situation

As events specialists, Cliftons recognises the importance of events like seminars, workshops and conferences to the business and training world. But with the uncertainty of the pandemic and border restrictions hanging over many people, event planning was being put off. Running a large-scale hybrid event was an

In addition, as COVID-19 restrictions remained in place, physical numbers at venues needed to be capped with social distancing measures observed. As this event was designed to showcase hybrid event capabilities, the team intentionally included as many complex layers as possible. Complexities such as multiple sites, a mix of live and pre-recorded presentations, recording presentations live, syncing the agenda between locations and more. In addition, the original event plans were for on-site participation in Melbourne, but an extension of COVID-19 lockdowns meant that a shift to virtual formats for this city was needed.



**Cliftons Elevate
Featuring**

Tracey Spicer
Author, Journalist
and Broadcaster

CONNECT WITH US



AU: 1800 629 088
(FREE CALL IN AUSTRALIA)
NZ: 0800 629 088
(FREE CALL IN NEW ZEALAND)

HK: +852 2159 9999
SG: +65 3106 4699
US: +1 855 738 6714
UK: +44 845 528 0524



© 2023 CLIFTONS

Cliftons demonstrated the power and potential of hybrid events in a compelling way with Elevate. As a speaker bureau, it gave us the confidence to encourage our speakers to participate in hybrid events, knowing that they'll be able to both deliver and receive value using this format.

Leanne Christie,
Chief Executive Officer,
Ovations

Cliftons Elevate Featuring

Leanne Christie, Chief Executive Officer, Ovations, and MC and Presenter James O'Loghlin



The Result

Over 1,500 participants registered for the event, with 48% attending live on the day and many more watching the recorded content and continuing to register months after the event first ran.

Feedback on the presentations was excellent, with the majority of attendees also finding the technology platforms easy to use. Comments from attendees suggested that the event also increased awareness of the capabilities of hybrid event tools and the potential options available.

Do you need guidance on blending your in-person and virtual events?

Cliftons can help you to create a seamless hybrid event experience that delivers on your operational goals. Get in touch to talk about what you need to achieve, and we'll guide you through the options for making it happen.

[LEARN MORE](#)

CONNECT WITH US



AU: 1800 629 088
(FREE CALL IN AUSTRALIA)
NZ: 0800 629 088
(FREE CALL IN NEW ZEALAND)

HK: +852 2159 9999
SG: +65 3106 4699
US: +1 855 738 6714
UK: +44 845 528 0524

