

CLIFTONS CASE STUDY

Host with Confidence

Cliftons helps Good Talent Media rapidly change event plans in response to COVID case



Since early 2020 when COVID-19 first started changing the world, Cliftons have worked hard to provide safe, flexible spaces for organisations to hold events. With new digital and hybrid event solutions and a raft of COVID-Safe policies in place, Cliftons venues are ticking all the boxes to put participant well-being front and centre.

Cliftons commitment to clients is to give them all they need to host with confidence. 6 May 2021 put this commitment to the test.



The Situation

Good Talent Media, a full-service communications and PR agency, booked Cliftons Sydney venue for “Press the Press”, an in-venue networking event and media panel. Over 60 participants, including journalists from top-tier publications, were registered to attend. The event was to start at 6 pm.

But, that morning, a mystery COVID case was announced for Sydney. With the chain of transmission unknown and causing great concern to health authorities and the general public, a snap range of measures was announced, including masks at all indoor venues, taking effect from 5 pm that day.

As if that weren't enough, bad weather, including rain throughout the day, was threatening to impact attendance. It was, quite literally, the perfect storm.

The Solution

The Cliftons team leapt into action with COVID Safe practices put into effect.

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Planning events in a pandemic involves no small amount of faith. Unexpected cases and outbreaks over the past year have shown that we can't be complacent and need to plan for all scenarios. Having the support of the Cliftons team to provide guidance and support through a quickly evolving situation made all the difference to successfully hosting our event and has given us a blueprint for future events.

Tony Nicholls,
Founder and Director
Good Talent Media

The team adjusted seating arrangements to allow for increased social distancing and provided masks to all attendees. Attendees had temperature checks done on arrival and canapes were presented in individual servings.

In addition to the in-venue arrangements, the team quickly activated plans to stream the event live and provide login details to the client to share with registered participants. Thus, delegates who were nervous about the low but possible risk of infection could still attend.

The addition of a virtual element meant pivoting the event delivery rapidly but also expanded the audience reach. With the event recorded, on-demand replay was possible for people who chose not to or who couldn't attend in person.

The Result

In this highly charged environment it was essential restrictions and regulations were followed. The mystery case heightened tension,

Discover hybrid events at Cliftons

Say goodbye to uncertainty with the ability to pivot all or some of your attendees to virtual attendance mode at short notice.

DISCOVER HYBRID

and any missteps or failure to adhere to government advice would potentially see Cliftons and the client in the spotlight for all the wrong reasons, not to mention put members of the public at risk.

The Cliftons team quickly ensured all COVID-Safe practices were flawlessly followed. A seamless transition to a hybrid event delivery meant the panel could continue despite a sudden change in circumstances.



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