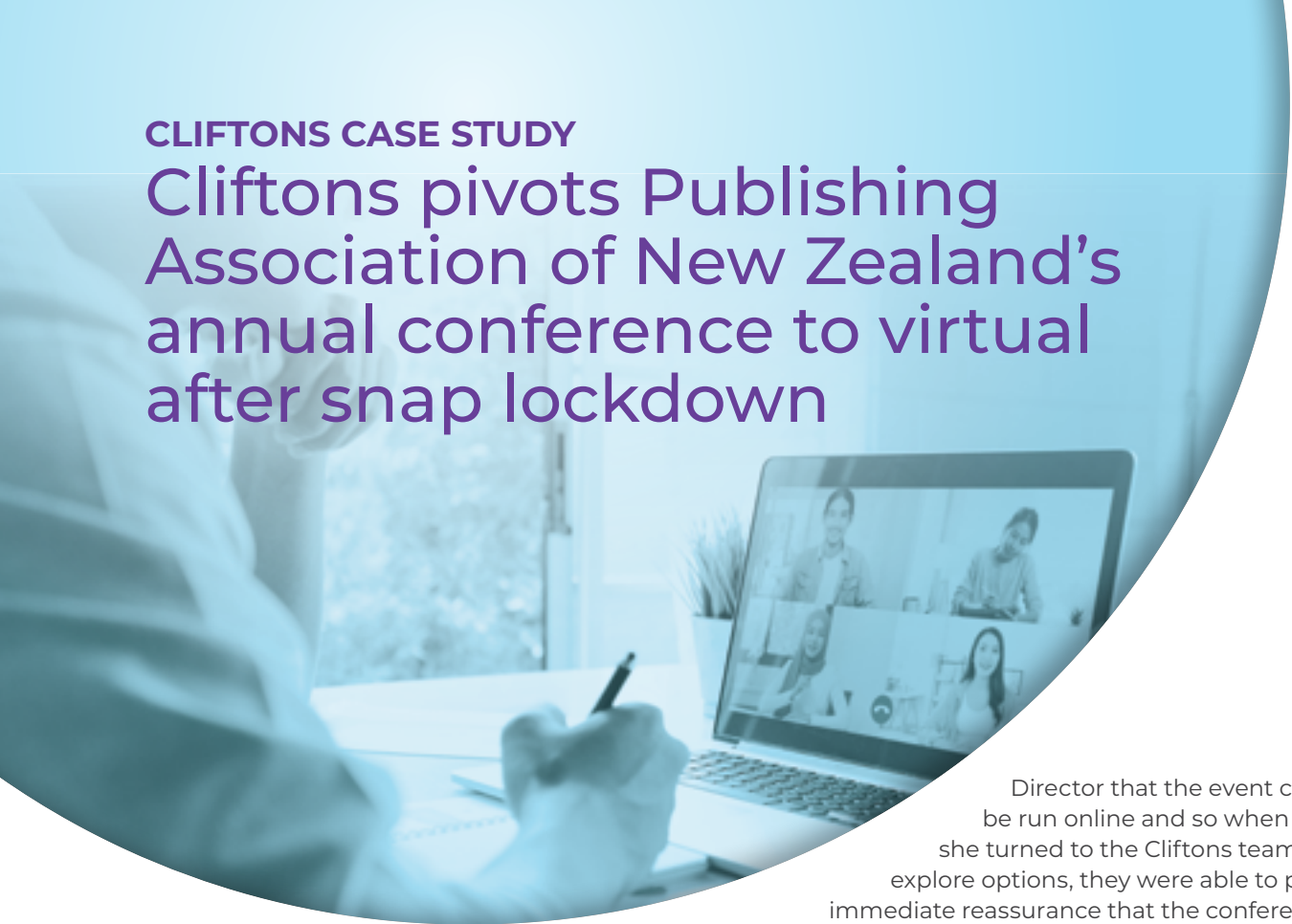


CLIFTONS CASE STUDY

Cliftons pivots Publishing Association of New Zealand's annual conference to virtual after snap lockdown



Director that the event could be run online and so when she turned to the Cliftons team to explore options, they were able to provide immediate reassurance that the conference could still go ahead, albeit in a different format.

Catriona went to PANZ Council with the option to create a fully virtual event and it was agreed that as the guest speakers had already made themselves available, it made sense to move forward with a virtual event.

The Cliftons team demonstrated how a virtual event would work utilising our fully managed event service, including recording and editing presentations. Cliftons created an interactive microsite allowing PANZ event attendees to enjoy an immersive conference experience in a virtual format. The Council was convinced, and work started to bring the event to life.

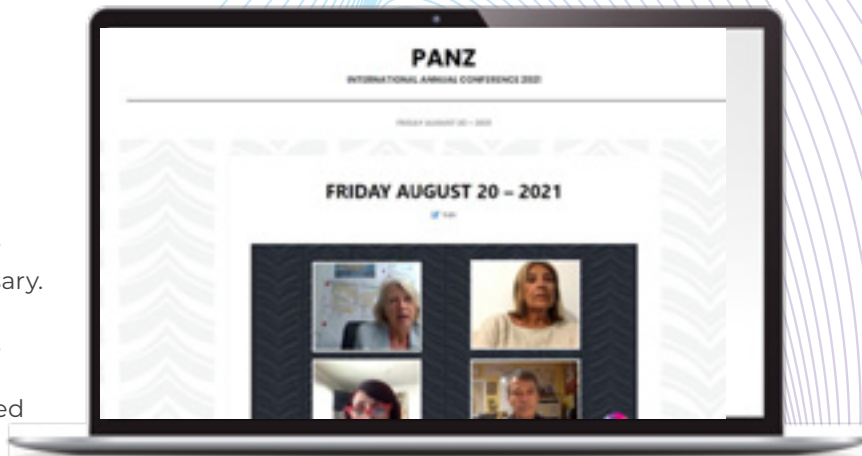


Publishing Association of New Zealand (PANZ) had its annual conference booked with Cliftons for 20th August 2021. The event was scheduled as a hybrid, with 100 attendees due to attend on-site and multiple keynote speakers joining virtually. But with a snap COVID-19 lockdown announced for New Zealand, a rapid shift to an entirely virtual event was needed.

The Situation

The annual PANZ conference was booked at Cliftons with over 100 attendees due to attend on-site in Auckland. During one of the first conversations the Cliftons team had assured PANZ that if there was a lockdown or a change in restrictions, the event could run fully virtual. But with COVID-19 being well managed in New Zealand, no one expected this would be necessary.

However, three days before the conference was due to take place, New Zealand entered into a snap lockdown. Cliftons had previously reassured Catriona Ferguson, PANZ Association



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“When we booked the event, I knew Cliftons could shift to a virtual event, but I could never have imagined just how incredible a result we got.”

Catriona Ferguson,
Association Director,
PANZ



From left: Tim Brown, Allbirds CEO and Spin Off founder Duncan Greive

The Solution

Cliftons adopted a traditional live stream format, given a short turnaround time to create an entirely virtual event. Vision mixing software created a virtual stage for the presenters to be brought in and out in a produced format. An event microsite was created and distributed the day prior, with embedded videos. Slido was used for Q&A to aid audience interaction, with hosts given an extra link to see pre-approved questions for each session.

The Cliftons tech team, based in Sydney, was also in lockdown themselves, but this was no barrier. It took a day for the team in Sydney to build the website, creating the look of the platform and testing presentations. It was then sent to the Cliftons team in Perth to operate the show on the day. Despite being separated by distance, everyone worked together as a cohesive unit to create a seamless event.

On the day, a WhatsApp group for all the coordinators, speakers and PANZ team kept everyone informed and helped the event run smoothly. Any concerns were sorted in a matter of minutes, thanks to the support of the Cliftons production team.

The Result

The final result was a successful 3.5-hour virtual event. Analytics showed that PANZ held almost all the viewers for the entire duration of the live stream.

“Cliftons went the extra mile to ensure our event was a success despite the rapidly changing conditions. They provided reassurance about what was possible and delivered a seamless event that was incredibly professional-looking, despite the short turnaround time for production,”

said Catriona Ferguson, Association Director, PANZ. “When we booked the event, I knew Cliftons could shift to a virtual event, but I could never have imagined just how incredible a result we got.”

The event included:

- A breakfast panel discussion with participants from multiple locations: Gabi Rauch-Kneer, Frankfurt Book Fair (Germany); Elena Pasoli, Bologna Children’s Book Fair (Italy); Marisol Schulz, Guadalajara International Book Fair (Mexico); and panel chair, Peter Dowling, Oratia Media (New Zealand).
- A 45 min pre-recorded session with Bodour Al Qasimi, President International Publishers Association & Kalimat Group (United Arab Emirates).
- Two live in-conversation sessions:
 - Tim Brown, Allbirds CEO and Spin Off founder Duncan Greive
 - Sam Elworthy, Director of Auckland University Press and Glen Rollans, Partner at Brush Education.


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Our team is standing by to learn more about your event needs and provide you with options for flexible, safe ways to bring people together. No matter what happens, we can help you to keep your event plans on track.

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