

CLIFTONS CASE STUDY

Totara Discover Low-Effort User Conferences with Cliftons Event Solutions

When Totara Learning Solutions conceived the idea to hold their first ever user conference, they knew they needed a venue with both the capacity and the services to make it a success.

With few resources on her side to plan the conference, Totara's Channel Partner Manager Asia Pacific, Sue Dark, needed a venue with people on site that could support her to pull the event together.

"When the idea for the user conference came about, I realised that I needed a venue that could provide a range of services on site, and have people on site that could support me to run that conference." Sue explains. "This meant technically, organisationally and also from a catering perspective."

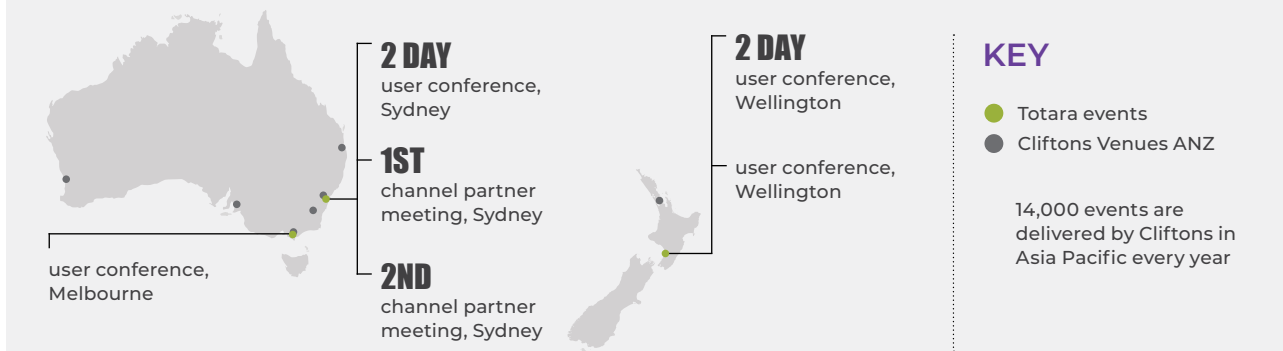
Having visited Cliftons Wellington for a presentation on a previous occasion, Sue had a good idea where she could find such a venue. "I'd previously been introduced to Cliftons when I was located in Wellington, when I went to one of Cliftons presentation evenings for potential clients," she says.

And the rest was straightforward.



Totara's mission is to change how learning technologies are developed, delivered and purchased. Their open source learning technology is highly flexible and designed with the future in mind. With a powerful and growing feature set, Totara's client base spans 47 countries and 11 million users from over 1500 organisations. From healthcare to retail to government, Totara's clients come from industries far and wide.

Totara Learning Solutions Event Delivery at Cliftons



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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



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Sue Dark

Channel Partner Manager - Asia Pacific
Totara Learning Solutions



Comprehensive Services and Support Simplify Totara’s Event Delivery

With the large size of the conference space Cliftons Wellington offered, it meant Totara could have a plenary of over 100 people.

“The fact that there’s catering onsite and a technician on site who can support you with the presentation setup and microphones makes it a lot easier to deal with. Having it all done by the same company enables us to run the conference cost effectively as well.

“The Cliftons venue manager was very good in helping me to think through and plan the conference according to what my needs would be. They offered services that I didn’t realise I could get, and with limited resources on my side it helped having everything I needed available in one organisation.”



Replicated Conference Experiences Across Australia and New Zealand

Following the success of the Wellington user conference, Totara went on to hold an event at Cliftons Sydney with their channel partners.

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“The strategy for us is about connecting with our end users, while working closely with the channel partners (the businesses). We have partners in Australia who welcome us putting the resources behind such a conference, so having these events at Cliftons Venues enables us to support our partners as well as our end users.”

Sue says delegate feedback consistently mirrors her own positive experiences.

“The delegates that came to our events in Wellington and Sydney had very positive feedback,” she says. “They like the fact that everything is on site, and having everything on site also makes it easier for us to manage the logistics of those delegates. It’s easier for them and easier for us.”

Totara have now made user conferences and channel partner meetings a recurring feature of their program.

Sue reflects on her decision to use Cliftons Event Solutions “it’s been excellent having a conference facility with everything to hand, and people who can manage things for me on the day. From the technical side of it, to the catering, to looking after your delegates – it’s a real plus for us.”

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