

CLIFTONS CASE STUDY

A week-long learning and development event in Melbourne

Cliftons gives L'Oréal the flexibility to adapt to changing learning and development needs



L'ORÉAL
AUSTRALIA

L'Oréal Groupe is world-leader in beauty, with products spanning across cosmetics, skincare, fragrance and hair care.

It has offices worldwide, with an unparalleled commitment to Diversity & Inclusion, Technology, and Research and Innovation to provide groundbreaking, high-quality products creates the beauty that moves the world.

The Situation

L'Oréal needed an event for one of its triennial learning weeks, an opportunity for its employees from across Australia and New Zealand to pause and focus on their development. L'Oréal needed a venue with multiple rooms with natural light, in an easy to access central location.

The event specifications included:

- A central, CBD location
- A range of room sizes and configurations
- Comprehensive AV requirements
- Requirements to accommodate 29 training courses and over 500 employees over the course of a week.

The Solution

At the time of booking, L'Oréal was unsure of the learning program to be delivered and the exact number of attendees. This meant there was uncertainty on the number of rooms required, but they needed to get a venue booked in. Cliftons was able to be agile on the room offerings and attendee numbers, with our venues offering fantastic flexibility on room set up to allow clients to adapt to changing needs. This adaptability made Cliftons Freshwater Place in Melbourne the ideal choice for L'Oréal.

"We chose Cliftons because of the scalability with the number of available rooms. We've been to hotels before, but these really don't compare to the space Cliftons could provide to match our needs. In addition to the flexibility, value for money was of high importance with our anticipated numbers throughout the event, and Cliftons all-inclusive pricing for AV requirements was very competitive compared to other function and event spaces," said Daniel Cass, Learning and People Development Executive, L'Oréal Australia and New Zealand.

The Cliftons team was able to offer L'Oréal penalty-free amendments to adjust the venue booking as they solidified the program and event requirements. Each day of the program had different attendee numbers, requiring adjusted room set-ups and configurations based on what was being delivered. The onsite Cliftons event

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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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coordinators and technical support were able to reset the rooms at the end of each day, making it easy for L'Oréal to arrive onsite and deliver their programs with ease, as well as seamlessly manage any last-minute adjustments.

L'Oréal also used the Cliftons in-house catering service, commenting on the variety that easily allowed for adaptation for dietary requirements, that was both nutritious and great tasting.

The Result

Over the course of one week, L'Oréal had 534 employees attend at least one out of 29 training courses.

“The Cliftons venue in Freshwater Place, Melbourne, allowed us to hold our biggest learning event ever. They have facilities for any meeting or event you can think of!” continued Daniel.

“The staff went above and beyond throughout our whole week at Cliftons ensuring we had everything we needed. This made a huge impact in how seamlessly the event ran.

We would love to give a big shout out to a few employees in particular. Abhi went above and beyond! He was super attentive in dealing with our last-minute requests, checked in with us regularly and ensured each day ran as smooth as possible. Margaret's friendliness and directing

of employees was a huge help when we were both helping other employees or speaking with facilitators. Jordan was a great help with any IT issues always solving very quickly and being there when we needed. The night manager and night team were super-efficient in refreshing and resetting rooms. And of course, Eliza was amazing at helping lock in our event and dealing with last minute changes before being handed over to the bookings team to finalise.

From booking request to end of event the entire Cliftons team did a tremendous job in helping us activate and run one of our biggest events ever! Thank you so much!”

Are you needing a venue that offers the ultimate in flexibility and comprehensive service?

Our team can talk through your organisation's specific needs and help you to assess the various options. Our venues offer the ultimate in adaptability with various room configuration options, as well as all-inclusive pricing to encompass AV, catering and dedicated on-site event coordinators.

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