

CASE STUDY

EVENT TYPE: National Conference

LOCATION: Fiji

SIZE: 300 guests

BUDGET: Undisclosed

AIM: To host a four day conference and CSR (Corporate Social Responsibility) project for a leading franchisee group and their carefully selected key suppliers.

The venue brief was to capture a unique setting and one that would be attractive to the franchisees and their families. To create an event experience from conception to completion that ensured the guests felt special and valued by the franchisor group.

SCOPE

- Research process to find the right venue and geographic location
- Guest registration web site
- Build and customisation of online invitation booking system to capture attendance
- All travel requirements (flights, transfers and accommodation)
- Memorable VIP treatment
- Create three fun and exciting dinners
- Develop a full conference program that included inspirational guest speakers
- Flawless AV executions
- Group CSR activity
- Ensure programs and activities for partners and children were available

RESULT

- A successful, unique conference that ensured close collaboration between the franchisor, franchisee and their key suppliers in a relaxing environment away from their day to day business.
- Platinum Event Solutions played an integral part in ensuring the event delivered on every level, from venue sourcing, registration, menu selection, theming and entertainment. PES worked seamlessly alongside the client to execute a faultless event.



Guests were welcomed on arrival and once registered collected their information packs were free to enjoy their afternoon at their leisure.

After a group welcome and keynote speech from Keith Schleiger (from Channel Nine's The Block), the group then headed off for their CSR project.

The CSR project chosen was the rebuilding a village school which had been affected by a recent cyclone in the area.

The project included the team preparing and repainting the interior and exterior Kindy building and School Library; repairing the Kindy Play area and Jungle Gym (including building a See-Saw Balance); cleaning, painting and fixing the Kindy Fence and Outdoor bench seats; constructing new outdoor seating around the ruby field and on instruction of local carpenters complete boxing and steel works for 45 metre walkway connecting the

school building to the Kindy classroom.

This was a very fulfilling experience for the delegates and the local school children and teachers. The occasion was then marked with a group photograph with the children before guests went to change, ready for the evening's entertainment.

Guests were greeted to a beautiful "White Dinner" which was set on the beach. With the sounds of a Fiji Marching Band and a glass of champagne in hand the evening started off with thoughts of what was to come. Once guests were asked to be seated for dinner, they noted the amazing white statues that appeared around the marquee and as entrée started to be served these amazing statues came to life and formed a dancing troupe. The entertainment didn't stop there - with traditional fire dancers and a DJ entertaining guests all through dinner.

The conference continued on Day 2 with the



“Thanks Platinum for another amazing conference. Your attention to detail and understanding of our needs and nuances ensures that we come back to you year after year. I love that you are constantly working with us to create interesting and unique experiences for our group. Your team are always professional and organised. Despite the challenges with organising our large group, everything works seamlessly from the outside, because of your care factor and your hard work behind the scenes. It is pleasure to work with you and your lovely team. Looking forward to our next year’s conference”

Franchisee

youngest ever person to climb Mt Everest, Alyssa Azar who amazed guests with her feats at such a young age.

Dinner on evening two was held in one of the hotel restaurants. Guests were greeted by traditional Fijian drummers and once seated enjoyed a buffet of local seafood and produce.

The final day started with guest speaker, Layne Beachley who spoke to delegates about goal

successes and pitfalls.

The final dinner was one to be remember – the hotel ballroom was transformed with full creative decor to establish a unique ambience. Guest were served a three course dinner prior to their award presentation ceremony. After the awards the celebration continued with entertainment by Red Foo and his amazing band.

LET’S TALK

LET US ASSIST YOU IN MAKING YOUR EVENT BUDGET GO FURTHER

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