

BRING YOUR event to life



CINZ Annual Conference & AGM 2016

Client Brief:

CINZ aimed to showcase Hamilton and its neighbouring regions as world-class conference destinations, as well as highlight Claudelands as a world-class conference venue with the ability to cater for various requirements. The theme of the event was 'The Art of Collaboration' which encouraged the audience to openly engage in an educational environment. The event included workshops designed to ensure people walked away with at least 5 business improvement learnings.

Vidcom Solution:

Vidcom designed audio visual concepts to capture CINZ's 'The Art of Collaboration' theme throughout the venue. The concepts executed were:

- Two large format viewing screens set up on both sides of the stage, ensuring better reach of the content to the audience
- Use of moving head lights to project the words - "Collaborate, Educate, Inspire, Achieve and Communicate", that faded in and out on the room's walls
- A truss structure, resembling a house/cloak, was set up as the stage background to symbolise a place of welcome, meetings, and protection. A space where everyone's ideas are valued, communication is encouraged, and people feel included
- LED lighting displayed in a unique pattern to symbolise Waikato river, Hamilton countryside, and the CINZ brand colours

Vidcom's lighting also created a warm and relaxed atmosphere to facilitate a comfortable learning environment for the attendees.

Client Feedback:

"I just wanted to express my immense gratitude to Vidcom for their outstanding effort in assisting us to deliver our CINZ conference successfully. I have enjoyed every minute of working with Vidcom's team who understood our requirements precisely and came up with creative solutions. Luke deserves special commendation for being a super star on conference days.

Special thanks to Bea and team for delivering fantastic results and working around our budget restrictions without affecting the quality of the result. I will be happy to use Vidcom for future AV requirements where possible. The feedback on the event has been fantastic. We have already had a PCO write to us suggesting that since attending they can't wait to promote Hamilton as a conference option.

Thank you again for the dedication and the hard work, and I will not hesitate to recommend Vidcom to anyone who is looking for an AV specialist."

Heather Cornish, Events and Marketing Director - CINZ

Sue Sullivan, Chief Executive - CINZ