



16th Steadfast Convention

Melbourne
1-4 March 2014



Event Name: 16th Steadfast Convention and
NAS Insurance Brokers Conference
Date: 1st – 4th March 2014
Venue: Melbourne Convention and Exhibition Centre
Delegates: 3200
Streams: 3
Plenary Sessions: 9
Exhibitors: 150
Conference Website: <http://www.aomevents.com/steadfast2014>

The Clients:

Steadfast is the largest general insurance broker network in Australasia. They are an Australian owned and operated organisation established in 1996. A broker network and provider of services to 306 broker businesses located in 500 offices across Australia, New Zealand and Singapore. The Steadfast network including underwriting agencies generated over \$5 billion in insurance sales FY14 and they service around 2 million policies.

NAS Insurance Brokers were formed in May 2001 and are the largest rural Insurance Broker in Australia. NAS operate in partnership with their Brokers, who sell general insurance in the domestic and small to medium business sectors. They have grown quickly from humble beginnings and in 2012 passed through \$100M in written premiums. The past 4 years has seen immense growth and there are now over 300 insurance Brokers servicing in excess of 40,000 clients.

The Conference:

The Steadfast Convention was four full days of corporate activities kicking off with breakfast in the marketplace each morning. The program opened with a fully customised themed dance and entertainment show and featured a mix of plenary, panel and concurrent sessions. Speaker highlights included John Silvester presenting the facts on Tony Mokbel and his \$400M drug empire and Richard De Crespigny 'QF32 - My Greatest Challenge'. A full array of social functions, gala events, pre and post tours and sponsor hospitality events complimented the program. Each evening was concluded with the always popular NightCap Networking held in the gorgeous Club 23 Lounge, Crown Towers. Each year Steadfast select a charity to support and the 2014 Convention raised a record \$140K for 'Kids with Cancer Foundation Australia'. The NAS Insurance Brokers Conference was held jointly with the Steadfast Convention at the Melbourne Convention and Exhibition Centre.

The Role of All Occasion Group:

All Occasions Group have managed the annual Steadfast Conventions since its inception in 1999 with just 500 delegates. Now in its 17th year, delegate numbers and exhibitors have steadily grown culminating in the biggest Steadfast Convention in 2014 with just over 3200 delegates and 150 Exhibitors. Services included full Conference management, all social functions, full financial management of a \$2M+ budget, speaker and trade exhibition management, design of Conference website and publication of printed materials, sponsorship management, accommodation management of 600+ rooms spread across 6 properties, on site venue management, audiovisual management and full delegate services. All Occasions Group have also been contracted for the 2015 and 2016 Steadfast Conventions, and are expecting them to be bigger and better than past Conventions.

Testimonials:

'I just wanted to say a big thank you to your team for all your hard work and assistance (to sponsors and delegates) in organising the Steadfast Convention. You make it very easy for sponsors/exhibitors and their delegates to plan, arrange and attend Steadfast – the amount of information you send out, the frequent updates and the quick turnaround times on any queries we've had, always make it an easy and enjoyable conference to work on.'

Melissa Jones, Marketing Communications Co-ordinator, AIG Australia

'Congratulations, here at team Piranha we consider this to be the best conference by far that we have attended.'

Peter A. Peirano, Piranha Insurance Brokers.



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