



May 2016 Edition

Steadfast Convention – Partnering together for 17 years

Arguably the longest partnership between a client and PCO, Steadfast Group Limited and All Occasions Group have been working together for 17 years to create the formidable Steadfast Convention, the largest insurance convention in Australia.

Over the last few months, the team at All Occasions Group (AOG) have been working hard to ensure that the 18th Steadfast Convention in Brisbane was an outstanding event. Starting on 14 April and concluding with a Gala Dinner on 19 April, over 2,000 delegates, exhibitors and sponsors flooded to Brisbane to mark the second biggest Convention in its 18 year history.

On bump in day the AOG team were in full swing, setting up the registration desk and organiser's office, attending venue briefings and checking room set ups. The Convention kicked off with the Welcome Function on the Saturday night where delegates, sponsors, exhibitors and guests networked and had fun in a bright coloured atmosphere with iridescent colour changing furniture and Sponsors logo's projected onto the surrounding exterior of the Brisbane Convention and Exhibition Centre! Brisbane's weather certainly didn't disappoint with a lovely 26° for the Alfresco at the Forecourt function on the Sunday night held on the banks of the Brisbane River. It was a fabulous night with drinks, food stations, a spectacular fireworks display and the very talented Joe Moore performing.



The Grand Finale dinner was a magical event with performers Cyrus and The Sam Ludeman Band bringing the house down and people to their feet with their incredible talent! Amongst the fun and dancing there was a serious side to the evening, and thanks to the generous attendees, we helped raise in excess of \$175,000 for Parkinson's Australia which is an outstanding achievement.

Overall the 18th Steadfast Convention was a huge success and we couldn't be more proud! The hard work and dedication that the AOG team brought to the Convention excelled to make this one of the best yet.

New Staff - All Occasions Group has welcomed some new faces!



Over the months of March and April 2016, we welcomed four new staff members to the team, bringing our hardworking, dedicated and experience group to 22. We are joined by;



Alexandra Dewhirst - Associate Project Manager Alex has previous experience as an event coordinator, and is always cheerful and positive. She applies a professional approach to her work to ensure that all customers, suppliers and key stakeholders feel involved. Her initiative and positive attitude are a welcome asset to our team!



Claire Amor-Haynes – Associate Project Manager Claire is the newest member of the All Occasions team, joining us in mid-April. Claire has previously worked in Broadcast Media where she was responsible for coordinating all corporate events ranging from the creation, implementation, tracking and review. Claire holds a Diploma of Events Management and a Graduate Certificate in Management (Marketing). We welcome Claire and her friendly personality

and look forward to getting to know her better.



Emily Colagrossi – Delegate Services Officer Emily comes to the AOG team with a wide variety of knowledge and experience across a broad range of industries. From retail to administration and events experience, Emily previously volunteered for major Adelaide events such as Adelaide Fashion Festival and Feast Festival. Emily holds a Bachelor of Public Relations from the University of South Australia and will be part of our delegate services team, assisting delegates with her bubbly personality and can do attitude.



Sheila Woodhart – Sponsorship and Exhibition Manager Sheila was recently employed at a local football club where she made significant improvements to the sponsorship and events department. This includes the increase of sponsorship revenue and the improvement of the overall profitability of events. Sheila holds a Bachelor of Management (Marketing) from the University of South Australia. Jumping head first into the Steadfast Convention within weeks of starting at AOG, Sheila's experience and diligent attitude was greatly appreciated.

Office Relocation

Fresh new look and location for the All Occasions team

The AOG team started the relocation process to new offices in September 2015 and are now fully settled in. The office is located one street over from the original Anderson Street premises on Stirling Street at Thebarton. This fresh new office provides staff with on-site car parking, quality amenities and modern facilities. The AOG team are thrilled to be in this brand new office space and feel that our clients and visitors are appreciating the benefits and new facilities as much as we are. We look forward to welcoming you to our new offices in the near future.

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