



18th Steadfast Convention

BRISBANE 16-19 APRIL 2016

CASE STUDY

Steadfast Convention

Date: 16-19 April 2016

Venue: Brisbane Convention and Exhibition Centre

Delegates: 2100

Keynote Speakers: 6

Speakers: 26

Exhibitors: 143



The Client

Founded in 1996 by 43 independently-owned insurance brokerages, they joined forces and set out to become the largest general insurance broker network in Australia and New Zealand and they achieved just that. 2016 marks 20 years of loyal and high quality service to their clients.

With over 340 brokerages and 1000 offices across the metropolitan and regional area, Steadfast is an ASX 200 listed company which is part of the industries' market leader and a highly respected innovator in insurance broking.

The Role of All Occasions Group (AOG):

Working together for 17 years of Steadfast Convention's 18 year history, AOG has been providing full conference management assisting the Convention to grow from a small, one day conference to just over 2000 delegates over 4 days.

The 2016 Convention saw AOG venturing eagerly into unfamiliar territory by organising a fireworks display on the Brisbane River and a 2.5m high fake birthday cake, both proving a talking point of the Convention for all the right reasons.

The extensive social program consisted of:

- Welcome Reception on the Plaza Terrace;
- 2 x happy hours in the Exhibition area with roving performers;
- Alfresco Dinner on the QPAC Forecourt along the banks of the Brisbane River with 8 food stations, with Joe Moore performing;
- 2 x Nightcap Networking Drinks Sessions; and
- The Gala Dinner where performers Cyrus and Sam Ludeman & Band entertained the guests.

International Entertainment, Katsumi, was arranged for the opening ceremony. All flights, accommodation and transfers were arranged in house by our Travel Team.

The exhibition space held 143 exhibitors of varying sizes including a double story stand requiring additional set up time all overseen by AOG.

AOG provided all onsite services with 8 staff having dedicated tasks during the event. Many aspects had been organised prior to arrival in Brisbane including dispatch of all materials and satchels from Adelaide to Brisbane along with the sourcing of locally handmade confectionary gifts for all 1800 delegates. All of these aspects were delivered and ran to plan through the dedication and organisation of AOG experienced staff.

Conference Website: <http://brisbane2016.aomevents.com/steadfast>



All Occasions Group