

## CLIFTONS CASE STUDY

# Comprehensive conference planning and support



PRIF came to Cliftons for support hosting PRIF Week – a virtual conference to be held over five days, focusing on the region's economic recovery after COVID-19.

It was the first time PRIF had run such an event and sought an event partner to support and execute the vision of the conference.

### The Situation

As a small team with limited resources, PRIF knew they needed an event partner to streamline PRIF Week's planning, marketing, and logistics. The brief included:

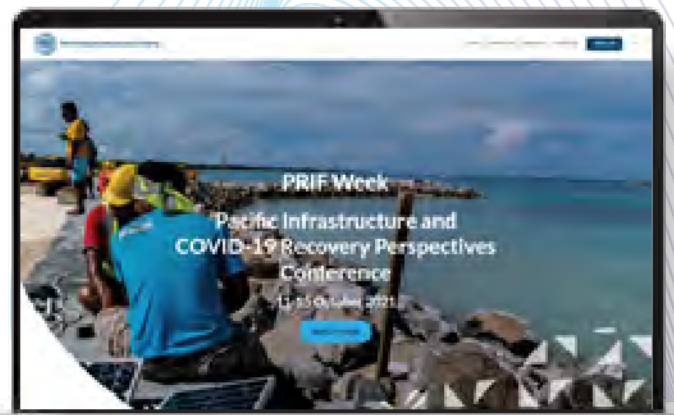
- Recommending and coordinating a suitable online platform for all conference requirements
- Organising all conference logistics for a five-day virtual event
- Manage event marketing and communications, including developing a conference website, speaker program, emailers and social media management
- Coordination of event timings with international speakers across the Pacific region
- Manage all participant communications.

Cliftons supports Pacific Region Infrastructure Facility to plan, market and deliver PRIF Week – a virtual conference held over five days.



*The Pacific Region Infrastructure Facility (PRIF) is a multi-partner coordination and technical assistance facility for improved infrastructure in the Pacific region.*

The PRIF development partners are the Asian Development Bank (ADB), Australian Department of Foreign Affairs and Trade (DFAT), European Union (EU), European Investment Bank (EIB), Japan International Cooperation Agency (JICA), New Zealand Ministry for Foreign Affairs and Trade (MFAT), United States Department of State (USA) and the World Bank Group. PRIF supports infrastructure development and maintenance in Pacific Island Countries (PICs) through investment coordination, research and technical assistance.



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(FREE CALL IN NEW ZEALAND)

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**SG:** +65 3106 4699  
**US:** +1 855 738 6714  
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*“All speakers, presenters, panel members, moderators and facilitators were given a clear briefing on the event technology platform and the necessary IT requirements.”*



### The Solution

Cliftons recommended an integrated IT platform suitable for participants across web-based and mobile platforms, working within PRIF’s budget. Due to the multiple time zones for participants, Cliftons was able to draw on its team located across New Zealand and Australia to coordinate event planning and ensure a rapid response to managing evolving speaker support requirements, including preparation and submission of presentations for sharing.

All speakers, presenters, panel members, moderators and facilitators were given a clear briefing on the event technology platform and the necessary IT requirements.

Participants were given comprehensive support to join the sessions, including briefings on audio-visual and sound systems and equipment testing. Cliftons coordinated rehearsals with speakers and presenters in advance to identify and make any possible challenges alternative arrangements if necessary.

A vital part of the brief was for marketing support to drive registrations. PRIF set an aggressive target for the number of registrants. The Cliftons marketing team developed a comprehensive marketing and promotions strategy.

This included conference branding, website development, event and social media marketing management to create anticipation, encourage

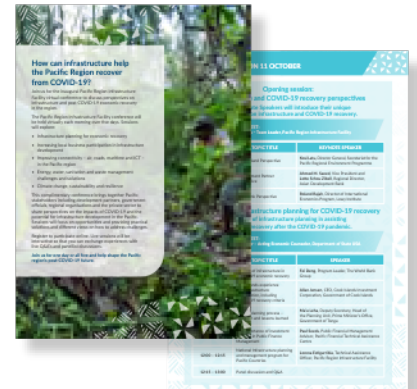


registration and announce key speakers. By tracking registrations daily, the group could quickly adapt the marketing activities to ensure achieved results.

### The Result

The pre-event marketing and promotions support provided by Cliftons resulted in PRIF meeting and exceeding its event registration targets.

Of course, hosting an event with speakers across the Pacific region, including multiple time zones, was not without its challenges. During event rehearsals, it was soon discovered that some speakers would not have adequate IT infrastructure to support the level of connectivity needed, so Cliftons recommended and coordinated pre-recordings of some speakers.



## Are you needing end-to-end event planning and management support?

Our team is standing by to find out more about your event needs and provide you with options for flexible, safe ways to bring people together with comprehensive planning and event management services. No matter what happens, we can help you to keep your event plans on track.

**LEARN MORE**

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