

CLIFTONS CASE STUDY

Cleanaway Sales Academy



The Situation

Cleanaway required delivery of a national Sales Academy to build capability across teams throughout Australia.

The key challenge was connecting multiple locations at once, delivering a consistent and engaging experience regardless of location or time zone.

The program ran across:

- Sydney
- Melbourne
- Brisbane
- Adelaide

Each location hosted multiple sessions..

The Solution

Cliftons delivered a scalable hybrid model connecting seven national sessions.

Each city hosted a two-day program supported by:

- Integrated hybrid technology linking all locations
- Consistent room set-up and delivery format across venues
- Live collaboration between in-room and virtual participants
- On-site technical support in each location with coordination across time zones

Networking drinks followed Day 1 in every city, giving participants time to connect outside formal sessions.

Flexible delivery terms allowed the program to adjust around scheduling and attendance across all locations.



Attendance & Scale

The program reached 225 participants nationwide across multiple sessions:

- Sydney
- Melbourne – multiple sessions
- Brisbane – multiple sessions
- Adelaide

The Result

Cliftons delivered a consistent learning experience across all locations, linking teams across Australia in real time.

The hybrid model supported:

- National rollout of training at scale
- Smooth connection between locations
- Strong participation across both sessions and networking opportunities
- Adaptability across multiple time zones

This project demonstrates Cliftons' capability to deliver multi-city hybrid programs with consistency, reliability, and measurable impact.



"We selected Cliftons based on their strong national footprint and ability to offer multiple, well-equipped rooms across the country. Their seamless connectivity enabled us to successfully deliver hybrid training sessions, linking multiple locations for shared content while also allowing for breakout, location-specific delivery when required."

Cliftons provided a highly competitive proposal and demonstrated excellent customer service throughout the process. Their team was flexible and solutions-focused, readily incorporating additional services to support the scale and format of the event. The provision of on-site IT support across locations meant everything ran smoothly, and their responsiveness and professionalism made them a reliable partner."

**– National Sales Academy
Training Manager, Cleanaway**

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