

form – whether it's a website, branding / identity [of the event] that needs to be created, videos, presentations, social media. That can include print, web, motion graphics, and projection. It was always a goal when I started the business to be working in this space – not just on the pure event delivery.”

G1 in 2011 is more defined in what it offers with much of its activity simply reflecting the effective communication of a company's aims and objectives.

Live events are just one part of the whole, as it should be for any business. Simply throwing a party to launch a product, reward staff, or entertain key clients, or holding a conference to communicate a new strategy should not be done in isolation, Ian says.

“A broader, integrated solution needs to happen. It's not just about the event. It's great to have a good party, and we all have fun at parties, but it does need to deliver [from the client's perspective] a return on investment, even if that is not always financial.

“The event attendee needs to walk away from any event with the message that the organiser wants them to have. Often that includes an on-going engagement program to re-inforce the objectives and ensure they embedded beyond the live event.

“There is always great value in bringing people together at events, including networking and engaging with each other, but you can't do it all the time because of the time and cost considerations. Alternative channels such as the web, internal communication platforms, video and the like make sure that you are engaging people all the time in a variety of ways. “It's very rarely about just putting on an event and getting someone to attend. It has to be about integrating the entire area of communication and making sure that the message reaches its audience, through whatever means.”

Ideally, G1 prefers to map out with its clients a fully integrated strategy that clarifies what their goals are. What do they want to achieve? Is an event the best way to achieve those goals? And if so, what form should the event take? What additional forms of communication can they implement to achieve their goals? Does this form part of a broader marcomms plan, and when should they be ideally implemented?

“We aim to partner with our clients. We need to understand their culture, their people, and their messages,” Ian says.

“We're working with a client now on an internal change program and we're working on helping them communicate the cultural changes that they are wanting to make.”

Part of the strategy is a conference, but a broad range of communication will be developed to ensure messages are retained over a 12 month period as well as clear guidelines outlining how they will be integrating the program to limit fear and confusion among employees.

“For one of our FMCG clients we recently developed a finals event as the culmination of a national surfing competition. With huge prizes including sponsorship to the World Qualifying Series (surfing circuit), our client wanted a brand advocate not just a talented surfer. We developed a series of challenges and filmed the whole event, which is currently in pre-production, with an estimated broadcast delivery of two half hour programs in mid-May. This involved working alongside the client's ad agency and solicitors in a multi agency approach to meet all the objectives of the campaign.

“Whilst some companies choose to have one company that helps them deliver a TVC or video content, and another company delivering branding, and another company that is delivering the event, we are able to offer a team of specialists that bring all these channels together. When someone comes to us we offer them just one area of expertise or a fully integrated solution, depending what they are wanting to achieve. It may be a live event, an online strategy, or an incentive program where we can develop and monitor the qualifying campaign as well as the final experience.

“We make sure the client has the return on their investment that they desire, by delivering the best solutions. We evaluate the whole campaign, program or initiative that it is part of. What's the broader strategic message? What media will help enhance their message?”

By delivering a broad range of solutions, G1 appears to be hitting the right buttons with its clients, which cover the banking and finance, legal, engineering, manufacturing and consumer sectors.

Another five years and who knows what they will be working on. Whatever, it will no doubt be cutting edge, and certainly good for the industry generally.

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