



CASE STUDY

DICKER DATA
TECHX ROADSHOW

CLIENT:	DICKER DATA
EVENT:	TECHX 2019 ROADSHOW
COUNTRY:	AUSTRALIA
VENUE:	PERTH / MELBOURNE / SYDNEY / BRISBANE

For the third time, Creative Hire has partnered with technology hardware, software and cloud distributor, Dicker Data, to deliver their biennial TECHX event.

Following a major industry acquisition, the TECHX Roadshow was created as a platform for the industry to learn about emerging technologies and connect with other vendors.

Throughout the month of August 2019 Dicker Data and its sponsors welcomed over 3,000 Australian partners to the largest ever TECHX Roadshow.

The event is focused on helping Australian channel partners identify new ways to solve their customer's problems and to discover how they can become a trusted advisor to their customers rather than just a supplier.

Creative Hire worked closely with the team to come up with an engaging and informative journey for the thousands of tech savvy delegates that attended each of the events.

As a market leader, it was paramount the design and layout of the event was uniquely Dicker Data whilst being consistently delivered across four cities over the space of four weeks.

Each year Dicker Data and Creative Hire have worked together to enhance the events, introducing new stand design features, signage and branding options, and integrating technology to fit with sponsor requirements.



The one-day events were held at convention centres in Perth, Melbourne, Sydney and Brisbane, posing significant build and installation challenges.

End to end management of the event from design concepts, exhibitor and sponsor packages through to nation-wide transport, installation and on-site registration services ensured a seamless and premium networking event to be delivered for Dicker Data once again.

Speaking of his experience working with Creative Hire, Ben Johnson, General Manager - Marketing & Strategy, commented, "The relationship with the Creative Hire team is on a whole other level to any other supplier we work with, and that's purely because we've got a connection at every level. Every member owns their piece and knows what they're doing - and just makes it happen for us.

When it comes down to it, we just want a partner that can help us deliver. Every time we go to Tim or one of the team, they are able to turn our requests around quickly, nothing is too hard."

