



CASE STUDY

GEO WEEK

CLIENT:	ICMS AUSTRALASIA
EVENT:	GEO WEEK 2019
COUNTRY:	AUSTRALIA
VENUE:	NATIONAL CONVENTION CENTRE, CANBERRA

With over 50 years' experience, ICMS Australasia is widely recognised for its high level of professionalism and proven experience in the conference and exhibition industry. They invited Creative Hire to tender for the annual meeting of Group on Earth Observations - GEO Week 2019. Held at the National Convention Centre, Canberra, Creative Hire were thrilled to be appointed as the preferred supplier for the international event.

With many international exhibitors registered, Creative Hire developed the overall event floor plan, registration area, a virtual reality zone, plus a range of stand and furniture packages to suit the diverse requirements for the event.

Simple but effective 3m x 2m booths made with sustainable materials and polished high-end finishes supported the event agenda around developing plans and investment deals to improve our planet's environment and its communities. Another more cost-effective alternative was a range of pod packages, complete with stylish furniture options, branded graphics and

digital screens that effectively communicated key messages to delegates.

In addition to the packaged options, Creative Hire also designed and managed the build of 10 custom stands, for clients including the Australian Federal Government, Google and the Marine Technology Society.

Planning and preparation for the event required Creative Hire to work with client teams both within Australia and internationally



to ensure the individual objectives of each participating exhibitor were met. Addressing requests including using sustainable materials, integration of technology and production of custom-made stand elements, Creative Hire was able to work within the required time-frames to develop effective, on-brand solutions for each client.

Speaking of their experience in partnering with Creative Hire on the event, Senior Communications Officer, Alisha Lavers, commented, 'This was my first stand design and build and you were so patient with my questions. The Australian Government stand turned out so well and that is in part to your fantastic guidance. We've had a lot of compliments throughout the week. It was so rewarding seeing how it all came together!'

