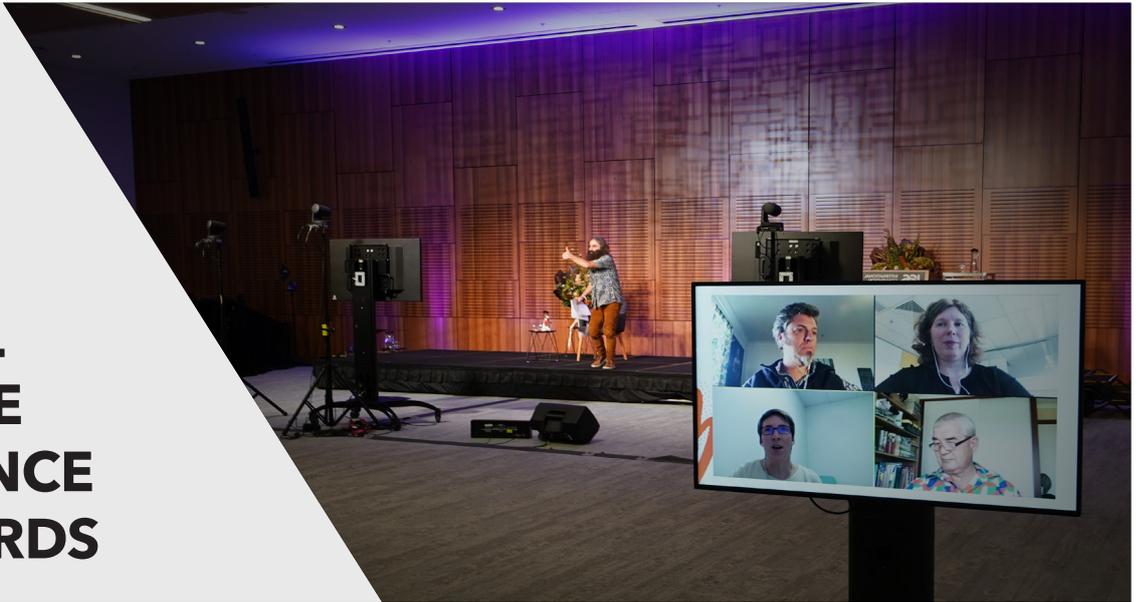


5-6 AUGUST 2021
NATIONAL
LANDCARE
CONFERENCE
AND AWARDS


OVERVIEW

Landcare Australia’s National Landcare Conference is the largest knowledge sharing convention for the Landcare community. This year it was streamed from ICC Sydney to an online audience of 3100 Landcare groups and volunteers, landholders and farmers, Indigenous land and sea managers, Landcare facilitators, educators, researchers, natural resource management professionals and other community environmental groups and individuals.

ICC Sydney’s dedicated audio visual team supported the complex and comprehensive program, which saw plenary and multiple virtual breakout sessions delivered from a centralised physical location. Each session was set up with a local facilitator and supported by a technician.

The AV team ensured all virtual presenters were supported through the ICC Sydney Connect Platform, whereby the team delivered on client expectations and guarantee the correct content was seamlessly virtually communicated as necessary.

“Under the extremely challenging circumstances created by the pandemic, supporting event organisers to deliver essential, flexible and complex hybrid and virtual event solutions has been central to our service over the last year. At these critical times, we have been able to expand our offering to meet the needs of our clients. Staying open, flexible and agile has ensured clients who need to progress with their events online are able to do so,” ICC Sydney Director of Audio Visual Services, Brian Nash said.



3090 registered delegates



708 guests at opening session



4 concurrent online break-outs



18 Awards evening live crosses to places unable to be tested



78 virtual presenters



On-site to online event reconfiguration

NATIONAL KNOWLEDGE SHARING CONVENTION GOES VIRTUAL TO CONTINUE CONNECTING WITH ITS COMMUNITY.

Steering complex delivery

ICC Sydney's capable team were dedicated to delivering the complex two day program that would ensure success, from managing multiple content outputs, Q&A portals to offsite and local facilitators requiring precise planning and minute to minute scheduling.

This included managing 41 virtual presenters, ensuring they were all in the right place at the right time and an awards program featuring 18 live crosses which were unable to be tested beforehand and high profile talent management of Costa Georgiadis, ABC TV Presenter and Landcare champion.

Managing content output, Q&A portals and local facilitators required precise planning and minute to minute scheduling on our AV team's behalf in order to meet the client's needs.

Initially planned and designed as an in person event utilising four of ICC Sydney's rooms, our adaptable and skilled AV team was able to successfully transform the

event's delivery method from on-site to online. The ICC Sydney team took advantage of minimal space requirements to configure a delivery set up utilising only one room to run four concurrent breakouts with five sessions each day. Each breakout was operated with one technician and one AV facilitator. Ensuring a seamless event delivery, a single systems technician was present in the rooms to monitor all four screens. The flexibility and professionalism of ICC Sydney's AV operators ensured no troubleshooting was required during the delivery.

Providing a safe environment

The National Landcare Conference secured 3090 delegates who were able to connect online, allowing safe engagement and exchange of knowledge. This was made possible through the ICC Sydney Connect digital event platform, a secure portal managing event registration, program management, sponsorship and marketing opportunities, engagement tools and the ability to host a large speaker cohort.

To ensure all audio visual operators could be on-site safely, the event was run according to ICC Sydney's EventSafe Operating Guide and the venue's COVID-19 Safety Plan. Abiding by these strict health and safety measures ensured that the National Landcare Conference could take place safely for all.

“ After two incredibly environmentally challenging years, the Landcare community has been impacted by drought, bushfires and now the challenges of the COVID-19 pandemic. The virtual 2021 National Landcare Conference brought together the thousands of individuals, groups and organisations involved in landcare, providing them with an opportunity to connect, share learnings and feel energised. We have had many virtual delegates tell us that this was the best online conference they have attended. The ICC Sydney offered a high quality, safe and tested service. A professional and efficient team, ICC Sydney made the event easy and enjoyable for our speakers and virtual delegates. ”

Melissa Higgins, Marketing and Communications Director at Landcare Australia



A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Lendlease, Hostplus, Aware Super, Capella Capital, ASM Global and Spotless FM.

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