

## CASE STUDY

20 OCTOBER 2020

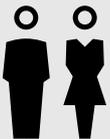
# ONLINE RETAILER FUSION



## OVERVIEW

The Online Retailer FUSION event aimed to connect an audience of ecommerce, digital, marketing and retail leaders to the best solution providers, and latest tech and insights through content uniquely curated to help the industry reset, restart and rebuild in light of the global pandemic.

In 2020, the event was presented as a one-day hybrid concept bringing together the best of online and face-to-face. A live conference component was presented for the first time at ICC Sydney with the broadcast delivered out to a broader remote audience. The ICC Sydney Connect virtual event platform was utilised to present the event from end to end. With the objective to collaborate on the topics that currently challenge the industry, Online Retailer FUSION presented a unique opportunity for attendees to come face-to-face with industry peers for the first time since the globally transformative pandemic impacted the industry.



**150 in person  
registrants were onsite  
at the event.**



**ICC Sydney's largest purpose  
built Studio was based in the  
Grand Ballroom.**



**Two simultaneous live streams.**



**30+ speakers over 20+ sessions.**



**1,100 remote viewers dialled into the event online.**



**A total of 29 ICC Sydney team members delivered the event including floor managers, culinary team members, event manager, audio visual crew as well as business development, marketing, PR and communications support team members.**

## SERVICES

### A SEAMLESS AV EXPERIENCE

The Online Retailer FUSION event utilised the Grand Ballroom within ICC Sydney's Convention Centre which was set up as both a studio to host those attending in person as well as broadcasting out to those 1100 streaming in remotely.

A key component was the seamless delivery of the hybrid Zoom/Face to face panel sessions. Having Zoom callers appear on the fold back monitors was a well received element. It made a significant impact with helping to connect remote presenters with those in the room.

### SAFE DELIVERY OF THE EVENT

With established EventSafe operating measures in place, ICC Sydney supported the Online Retailer FUSION event to proceed in a COVID safe environment whilst meeting the current NSW Government's requirements.

The EventSafe Operating Guide overlays the safe delivery of all events held at ICC Sydney, in an environment transformed by the Coronavirus (COVID-19). The EventSafe Operating Guide being a set of protocols informed by parent company ASM Global's VenueShield program – a program of advanced hygienic safeguards, informed by public health authorities – which is deployed in ASM



Global's 325 worldwide facilities. The comprehensive set of protocols spans key areas of event management and integrates best practice. ICC Sydney is a registered COVID safe business having registered a COVID safe plan with NSW Government.



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The Grand Ballroom was set up to accommodate physical distancing of one person per each four square metres and allow for seating to be set 1.5 metres apart. The ample size of the Grand Ballroom allowed for generous spacing between attendees. The AV equipment was cleaned before, during and after it was handled in the session rooms between presenters. All common touchpoints were cleaned at increased intervals throughout the two day event.

An EventSafe culinary service was presented for morning tea, lunch and afternoon tea with a single sided service decreasing shared touchpoints when handling food and beverages. Acrylic screens and individually packaged food items prevented any unnecessary contact with the food.

From the pre-arrival preparations, through to the onsite delivery of the event including the increased hygiene measures set up throughout, the ICC Sydney team ensured the attendees could meet with peace of mind knowing that the upmost safety measures were rigorously planned and in place.

The event arrival process presented the attendees with a system set up for record keeping include QR code for scanning to support contact tracing if required, automatic people counting upon entry into the building, hand sanitiser stations, and clear advisory and wayfinding signage set up to assist event attendees to their event space, thus reducing dwell time in common spaces.



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In a year like no other, Reed Exhibitions had to reimagine our Online Retailer event in the face of shifting health restrictions due to the COVID-19 pandemic. Rather than transition the event to be completely virtual, we were thrilled that the team at ICC Sydney were able to offer a safe and extremely high quality solution in delivering a hybrid concept event from their studio space serviced by their event management, ICT and AV teams.

One of the reasons Online Retailer FUSION was a success was due in no small part to the efforts of the team at ICC Sydney. Their attention to every detail and level of commitment even in a pandemic, shows the dedication and drive they have to work with organisers to deliver world class events.

Their help in running the event during a globally challenging time is testament to the cooperation and collaboration enjoyed between the organising team and the venue.

The onsite delivery this year was incredible and it was so pleasing to see so many people onsite once again with the event delivered to the usual high ICC Sydney standard. We were especially impressed with ICC Sydney's COVID risk overlay for hygiene measures, safety protocols, service delivery and the safe presentation of food was excellent and in keeping with our risk assessments.

The ceremonial entry QR contact tracing and health signage was excellent, the coloured floor decals for directions was effective and the digital screens helped promote our event.

**Brad Wheeler, Senior Operations Manager  
Reed Exhibitions**

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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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