

CASE STUDY

4 JUNE 2020

STAND TALL 2020



OVERVIEW

ICC Sydney's in-house Virtual Events team hosted charity partner's Stand Tall event. Stand Tall is traditionally a one-day annual event held at the International Convention Centre Sydney (ICC Sydney) that brings together thousands of secondary students, inspiring them to change the course of their lives and build hope for the future. In 2019, the event attracted 6000 students, teachers and mental health supporters and was held in the First State Super Theatre.

Due to COVID-19 restrictions on gatherings, the committee sought to deliver the event online in 2020. The free to attend, virtual event was broadcast and streamed live from the ICC Sydney Studio 2 on 4 June.

Stand Tall is a not-for-profit event that was established to directly address the increasingly high incidence of mental health issues in young people, with one in four secondary students suffering from significant psychological problems.

Up until this year, Stand Tall had attracted over 16,000 students to attend the event since its inception in 2013. Over 65 NSW schools bring students back to the event each year. ICC Sydney has hosted the event since 2017 and over the last three years, the number of registrations have grown as has the footprint utilised within the venue.



Over 40,000 online viewers including students and teachers from every state and territory in Australia plus Cocos Islands.



More than 237 schools pre-registered



9 invited speakers and performers



5 hours of stream



A total of 18 ICC Sydney team members delivered the event including 4 x floor managers, 1 x event manager from the events team, 9 x audio visual crew on the day as well as 4 x business development, marketing, PR and communications support team members.



Web stream was via the Vimeo and Facebook platforms

SERVICES

The Stand Tall 2020 virtual event utilised ICC Sydney's in-house services including audio visual and IT production facilities. The event was streamed live from the ICC Sydney Studio 2 which is located in Parkside Studio 2. The studio is purpose designed and fit out with virtual events production equipment and staging.

The business development, event planning, marketing, audio visual and IT teams all collaborated on the event including pre-planning, rehearsal day, and onsite delivery of the event all whilst complying with social distancing and sanitisation requirements whilst onsite within the venue.

Rehearsals were imperative and the Stand Tall committee and talent were provided 10 hours over two days dedicated to rehearsing and pre-recording - getting the lighting states just right, checking audio levels and fine tuning the video content.

SPECIAL TOUCHES

MARKETING CAMPAIGN

ICC Sydney's marketing and communications team partnered with the committee to understand their requirements and assisted them with the promotion of Stand Tall 2020 as a virtual event.

The team consulted on a communications strategy which included:

- Press release which was distributed in the lead up to the event.
- Invitation to stakeholders and clients to attend the free event.
- Working with the committee to provide website feedback.
- Promotional video was shot onsite at ICC Sydney whilst at the rehearsal. The video was utilised in social media posts to help promote awareness and engagement prior to the Stand Tall 2020 event.



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FEEDBACK FROM VIEWERS

The overwhelming response from the students was that Stand Tall helped them make decisions to make positive changes in their lives.

The feedback from teachers is that they found the event very helpful in reinforcing the positive messages they are teaching in the well-being and PDHPE programmes at school.

Examples of viewer feedback can be found below.

STUDENT FEEDBACK

"I learned a lot today, about people's life experiences and that you never know when something could happen to you and to be careful and treasure what you have. I have made a positive change to treasure what I have and never take life for granted and be grateful."

"I got to hear about everyone's different hardships and how they dealt with it and persisted to keep on going, and how they built up that resilience. I have learned to be more grateful for what I have and be thankful that I have legs that help me walk and arms that help me eat, I learnt to feel more grateful that I'm healthy."



TEACHER FEEDBACK

"I was so impressed that you had such a great range of speakers, and I think they all spoke well in their own individual ways. There was a recurring theme of mindset, hard work and persistence to make positive changes in their lives. I was most impressed to see Anna Cocquerel included to speak about Dyslexia, learning differently and her challenges in the education system. Please continue to have a speaker each year who learns differently. There's at least 1 in 5 kids in every class at school who learn differently. They go through unimaginable challenges every day because their minds don't function the way schools and teachers expect them to. These kids need to see and know that life after school can be so much better for them."

“ The Stand Tall event has had a wonderful three years at ICC Sydney. They have always been sold out events and we certainly didn't want to lose momentum this year. It was imperative to keep the event going with all the changes happening due to the COVID pandemic, as we knew that the kids would particularly need to have a message of hope this year.

ICC Sydney provided us with the perfect solution to keep the event alive through their incredible virtual events service. We were very well supported through the various teams at ICC Sydney - from the audio visual, communications and marketing team to the event planning teams, they were with us every step of the way to help guide us in delivering the Stand Tall event in this new format.

The ICC Sydney team went above and beyond our expectations in every way. Our experience with their team was 6 star all the way through. The ICC Sydney Studios were the perfect environment from which to broadcast the event. ”

Angela Farr-Jones, Co-founder, Stand Tall
Jeanine Treharne, Co-founder, Stand Tall



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

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