



YOUR GUIDE TO WORLD CLASS AUDIO VISUAL AND ICT SUPPORT

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WELCOME

Welcome to your guide on audio visual (AV) and ICT at ICC Sydney.

This guide provides a clear view of the technology, capability and expertise that sit behind every event ICC Sydney delivers. From integrated room technology across ICC Sydney's 70 meeting rooms and The Cutaway's cultural event space to large-format LED, immersive projection, venue-wide digital signage, and dedicated content creation and podcast studios, the technology is seamlessly integrated, built-in and event-ready.

The in-house team of specialist technicians and project managers work together across every discipline, delivering end-to-end production with precision and scale.

Inside, you'll find an overview of each service, meet the experts behind it, and access detailed specifications and further information to support your planning.

RESOURCES

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Digital Signage Screen Locations
Event Guidelines
Event Signage and Digital Branding Opportunities
ICC Sydney Connect Fact Sheet
Immersive Experience Technical Specifications
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Media Studio Fact Sheet
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Production Company Guidelines
Pymont Theatre LED Screen
Remote Presenter Guide
Safety Guidelines
Speaker Preparation Fact Sheet

For further information, please connect with audio visual directly at avsales@iccsydney.com

AUDIO VISUAL SERVICES

ICC Sydney's AV team is fully in-house, engaged from the initial conversation through to bump-out. A single, integrated team supports every technical element of an event, bringing deep expertise in both venue and technology.

Led by a dedicated AV Project Manager, the team works in close partnership with you from planning through to delivery, ensuring a seamless and well-executed experience.

SEAMLESS EVENT PRODUCTION

Every space at ICC Sydney is equipped with fully integrated audio, vision and lighting technology. A comprehensive suite of production enhancements is available across all disciplines, from immersive LED displays and large format projection through to concert-grade audio, dynamic lighting and atmospheric effects.

Dedicated specialist teams operate within each discipline to seamlessly deliver production across the full spectrum of events, from refined meeting room presentations to large scale gala dinners and live entertainment experiences.

All primary and secondary rigging services are provided in-house, with standard configurations available for every venue space and custom requirements managed through your AV Project Manager.

For a full breakdown of integrated equipment in each room, refer to the ICC Sydney Integrated Room Technology document.



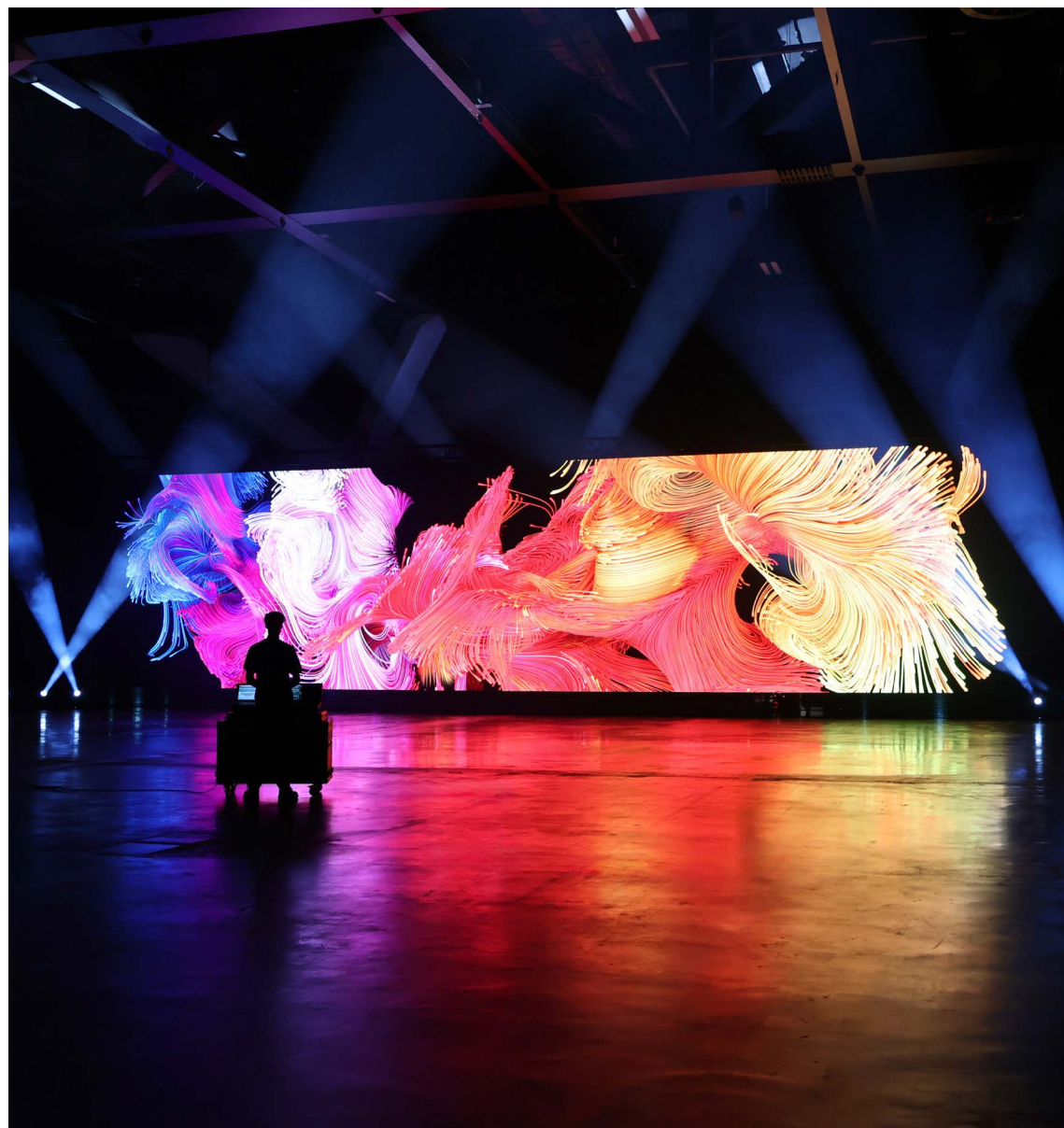
LED TECHNOLOGY

ICC Sydney's modular LED system can be configured to suit almost any environment, from stage-width feature screens and floor-mounted displays through to fully immersive 360-degree installations. Designed to respond to a wide range of creative briefs, the system delivers bright, seamless visuals with exceptional clarity and wide viewing angles – ensuring strong impact even in high-ambient-light environments such as foyers and exhibition halls.

Common applications include:

- digital stage sets
- live streaming backdrops
- immersive visual displays
- social media walls
- audience polling displays
- dynamic billboards

Content can be produced by our in-house Connect Create team or supplied by your own agency.



LED ACTIVATION ZONE

The LED Activation Zone spans 55sqm with seamlessly integrated floor and wall panels located in the ground floor foyer of ICC Sydney's Convention Centre. This 4K digital installation is designed to immerse and impress, with a custom load-bearing platform, supporting everything from dynamic digital content to full-scale vehicle displays.

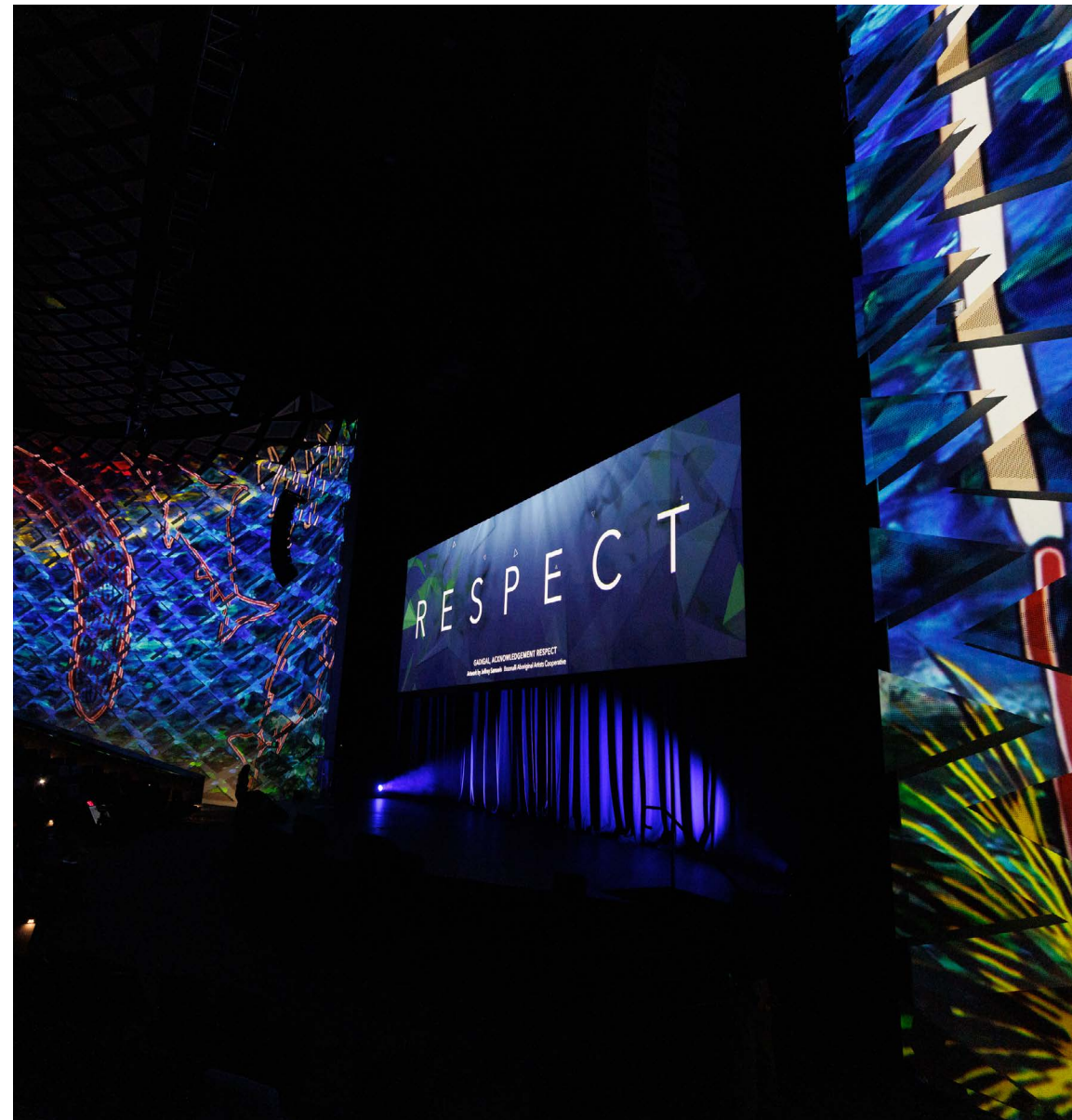
Positioned in a high-visibility space seen by over a million visitors each year, the zone gives brands a bold canvas for product launches, interactive experiences and large-format digital showcases. Content can be produced by our in-house Connect Create team or supplied by your own agency.



IMMERSIVE PROJECTION EXPERIENCE

ICC Sydney's immersive projection experience connects event attendees with First Nations culture through a captivating digital interpretation of Boomalli Aboriginal Artist Jeffrey Samuels' 'Gadigal, Acknowledgement Respect' artwork. The animation is projected across the stage screen and diamond acoustic wall panels of the Darling Harbour Theatre, accompanied by an evocative audio journey representing Barani, the whale, moving through the waters of Gomora (Cockle Bay).

The experience can be customised to incorporate your event name, branding and messaging, and can be complemented by a traditional Welcome to Country or cultural performance to create a powerful opening. While designed specifically for the Darling Harbour Theatre, the experience can be thoughtfully adapted to suit other venue spaces on request.



HYBRID EVENT DELIVERY

ICC Sydney enables a fully integrated hybrid event delivery across all venue spaces, seamlessly connecting in-room audiences with remote participants through a unified production experience.

Our AV team manages the entire workflow, from multi-camera capture and audio integration through to stream encoding, layouts and live broadcast monitoring, ensuring a consistent, high-quality experience for audiences both onsite and online.

Streaming can be delivered via the ICC Sydney Connect platform or integrated with your preferred third-party solution. For fully produced virtual broadcasts, the Media Studio offers a dedicated, broadcast-grade environment designed for high-impact digital delivery. Whether streaming a single session or delivering a multi-day program, our team works in partnership with you to extend the reach, engagement and longevity of your event.



SMART LECTERN

ICC Sydney's smart lectern network extends seamlessly across the entire venue, connecting every lectern and room to the central Speaker Preparation Centre. This integrated system enables presentations to be securely managed and distributed to any location. It provides a flexibility management tool for multi-stream programs and individual spaces from a single point.

Each lectern is equipped with standard inclusions comprising:

- built-in computer
- wireless keyboard, mouse and remote slide advance
- 10" touch screen comfort monitor
- integrated microphone
- laptop connectivity with direct link to in-room projection
- intuitive simple room controls
- ultrafast network connection to the Speaker Preparation Centre

For further information, refer to the Smart Lectern fact sheets:

[Smart Lectern with Digital Screen](#)

[Black Aero Lectern](#)

[Perspex Lectern](#)



THE CUTAWAY EVENT SPACE

The Cutaway is a 5,000sqm underground venue beneath Barangaroo Reserve, purpose-built for large-scale events, exhibitions and cultural activations. Integrated audio, vision, lighting and rigging streamline delivery of complex productions, with all events supported end-to-end by ICC Sydney's in-house AV team.

- **Built for high-impact events:** Integrated systems support large-scale, complex delivery
- **Immersive visuals:** Four large-format LED screens and camera systems
- **Powerful sound:** d&b distributed line array PA for clear speech and performance
- **Extensive lighting:** 70+ moving lights plus integrated architectural lighting
- **Flexible production:** Permanent rigging and staging for tailored builds
- **Seamless connectivity:** Dedicated AV power, fibre and data networks for broadcast-ready delivery
- **In-house expertise:** ICC Sydney AV specialists deliver technical production, content and event technology support



CONNECT HUB

Connect Hub brings ICC Sydney's digital event services together under one roof. Access a complete suite of tools and expertise, managed by our in-house AV team and integrated with the venue's technology. Tap into one or all at your next event.

SPEAKER PREPARATION MANAGEMENT

The Speaker Preparation Centre ensures presenters and presentations are fully prepared, tested and ready to present, with content seamlessly distributed to any room across the venue.

This dedicated facility provides presenters with a professional environment to finalise content, rehearse using the same smart lectern technology deployed in session rooms, and receive hands-on support from ICC Sydney's experienced technical team.

Features include:

- Workstations equipped with the latest presentation software
- A custom, venue-wide, networked platform enabling secure content distribution to any room
- A dedicated rehearsal area with smart lectern technology
- Onsite coordinator support for formatting, compatibility and general content queries
- Support for remote presentations

The Speaker Preparation Centre ensures presentations are prepared, tested and ready to deliver, with content able to be distributed to any room across the venue.



CONNECT CREATE CONTENT STUDIO

Connect Create is ICC Sydney's in-house content creation service. Our onsite team works with you to design, produce and deliver digital content optimised for the venue's screens and spaces. Being based at ICC Sydney means faster turnaround, direct collaboration, and content that's built specifically for the technology it'll run on.

Services include:

- Motion graphics and 3D animation
- Content design for LED screens, immersive projection and digital signage
- Live event capture and highlight reels
- Social media content and short-form video

Whether you need pre-produced content for a keynote backdrop or same-day social clips from the event floor, the Connect Create team can deliver.



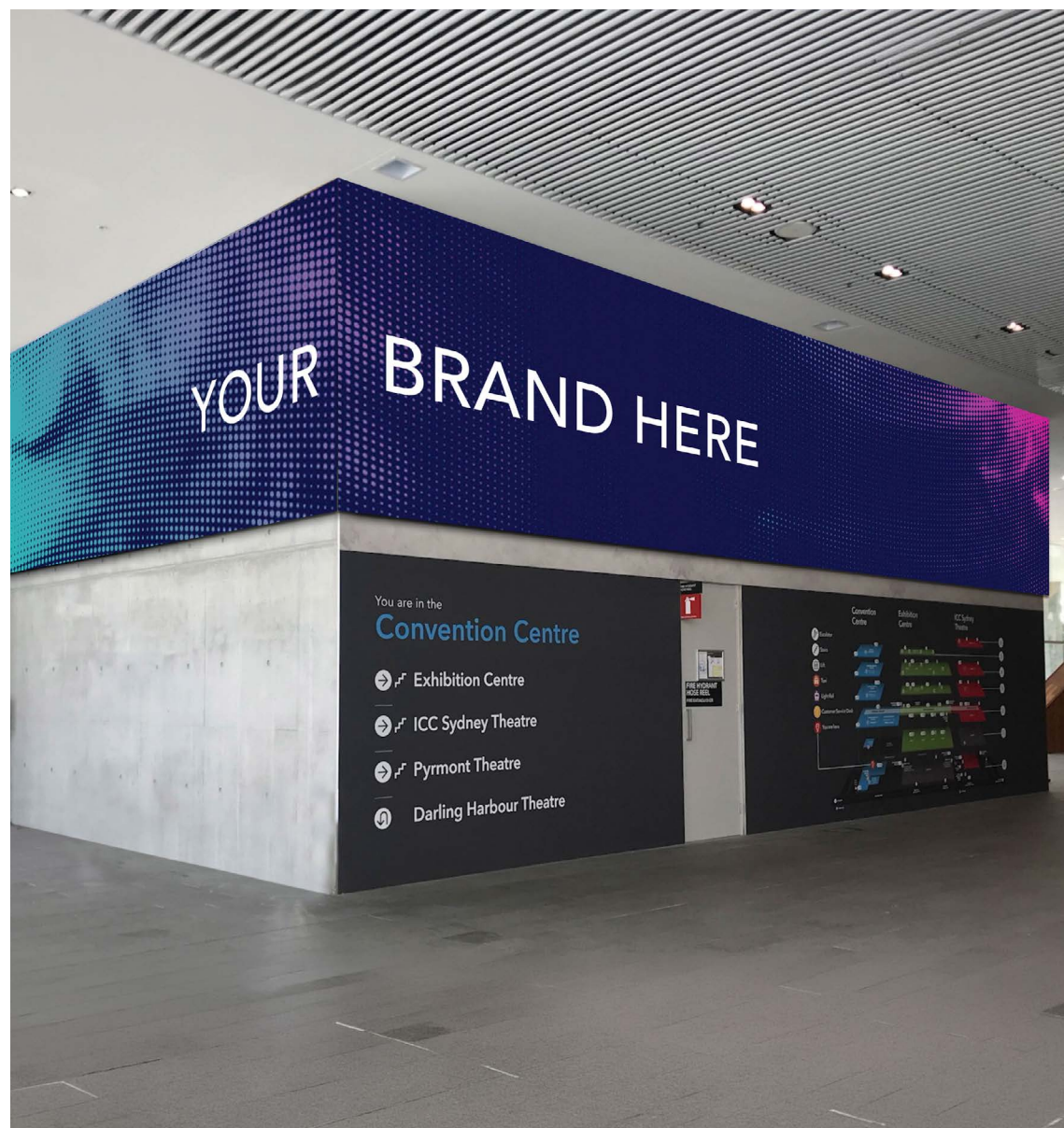
DIGITAL SIGNAGE NETWORK

ICC Sydney offers over 350 digital signage points across the venue and precinct, from wayfinding screens at key junctions and room information displays at every function room entrance, through to the eye-catching three-storey, 250sqm LED display at the TikTok Entertainment Centre. This extensive network provides a powerful platform for consistent, high-impact branding opportunities across a variety of locations.

Our Digital Media team delivers end-to-end design and deployment, ensuring your event identity is seamlessly integrated across every format and location throughout the venue.

Signage opportunities include:

- 17 seven-metre external LED screens along Tumbalong Boulevard and Moriarty Walk
- A three-storey, 250sqm LED display located on the underside of the TikTok Entertainment Centre's main entrance awning
- Ultra-wide LED screens throughout Convention Centre ground floor and level 2 foyers
- Internal digital display screens positioned at the entrance to every function room
- Wayfinding screens distributed throughout the venue
- Registration desk signage



DIGITAL CONCIERGE

When a presenter is joining remotely, our Digital Concierge service ensures they're briefed, tested and ready to go live. A dedicated operator meets each remote presenter online ahead of their session, runs through technical checks - audio, video, screen sharing and presentation control - and stays with them through to broadcast. From the audience's perspective, the remote presenter appears seamlessly integrated into the live session.

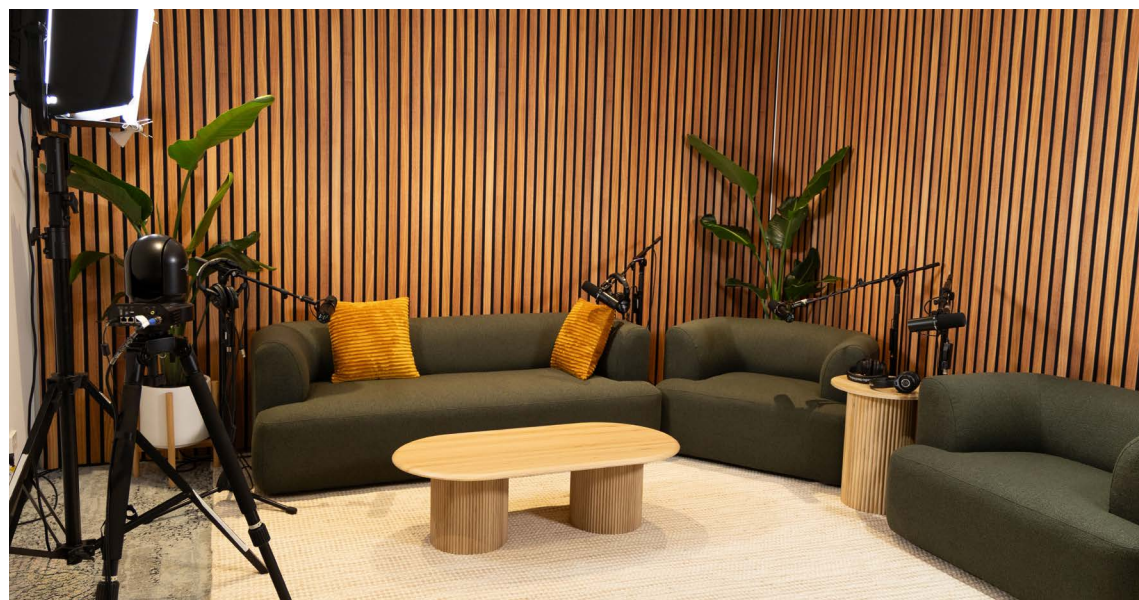
It's a personalised service that gives remote speakers the same level of support as those onsite, and gives event organisers one less thing to manage on the day.



A QUICK YARN PODCAST STUDIOS

Capture conversations while your speakers and industry experts are all under one roof. ICC Sydney's Podcast Studios provide a purpose-built recording space for audio and video content, available during your event or as a standalone booking, with technical support from the ICC Sydney AV team.

Choose from two studio configurations - a podcast desk setup or a relaxed lounge-style space - each equipped with broadcast microphones, headphones, studio lighting and an integrated camera and recording system. Ideal for post-session interviews, panel deep-dives, thought leadership episodes, or sponsor-led content series.



MEDIA STUDIO

ICC Sydney's Media Studio is a broadcast-quality production environment for live streaming, recording, podcast production and virtual event delivery. It supports everything from single-camera interviews to multi-camera broadcasts, providing a flexible platform for both simple and complex productions. Integrated green screen technology enables fully customisable virtual environments and branded backdrops.

The studio is equipped with professional cameras, wireless microphones and studio lighting to deliver high-quality visuals and audio. Live streaming, simultaneous recording and on-demand playback are supported, along with remote presenter integration and audience interaction to ensure a seamless, connected experience.

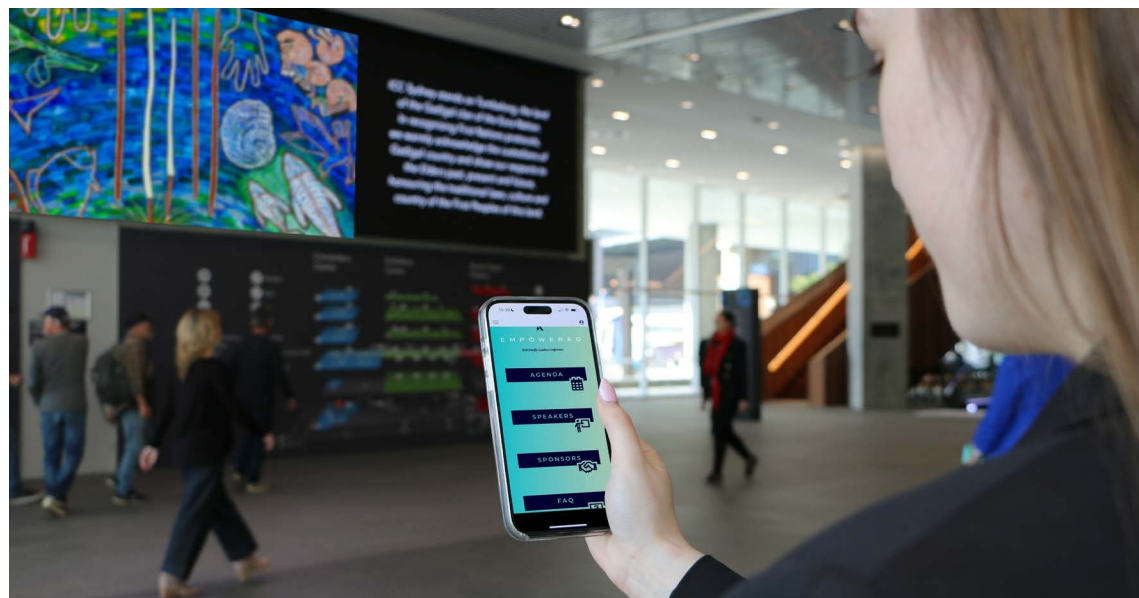
Additional services, including content creation and video editing, are available on request, allowing content to be captured, produced and distributed with consistent quality.



ICC SYDNEY CONNECT EVENT PLATFORM

ICC Sydney Connect is a digital event platform designed for desktop and mobile, with a customisable interface that adapts to your event branding. Use it as an in-person event app, a hybrid streaming solution, or both. Built-in engagement tools include live Q&A, polling, video chat, networking and surveys, while real-time analytics track attendance and session engagement throughout your event.

The platform also manages online registration, onsite check-in and badge printing, giving you a single system from first registration through to on-the-day attendance tracking. Our Digital Media team configures and supports the full setup to your brief.



ICT SERVICES

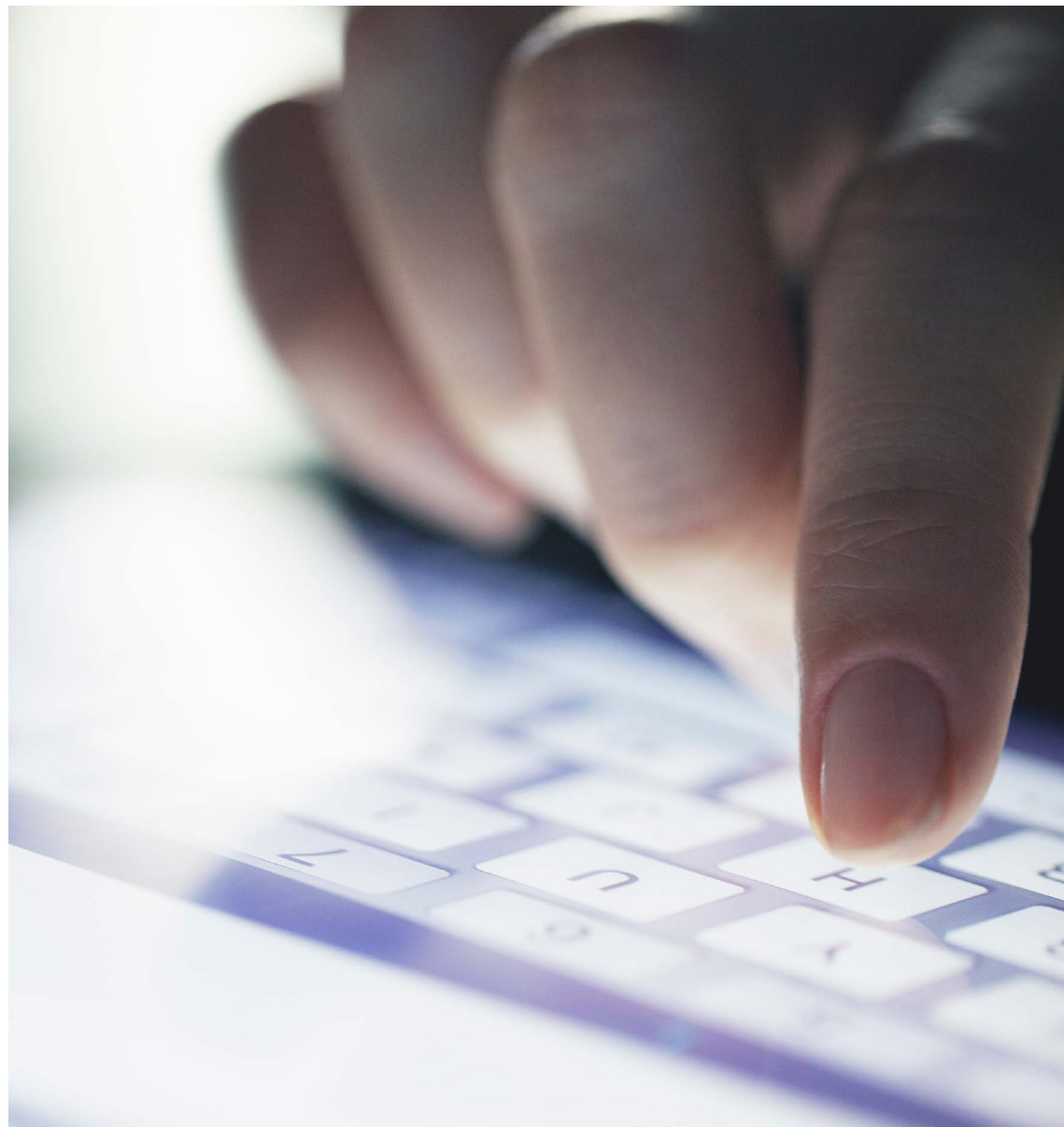
ICC Sydney's ICT infrastructure is designed to support the demands of large-scale events, with venue-wide connectivity, dedicated onsite support and built-in cyber security across all networks.

ICT services include but are not limited to:

- ICT professionals on-site seven days a week
- internet bandwidth capacity of 20Gb Symmetrical
- carrier grade infrastructure supporting Wi-Fi 6e and high speed cabled connectivity
- voice communications
- printing facilities
- 24 hour support available upon request (at additional cost).

Features of our cyber security include:

- regular external vulnerability assessment
- data privacy protection
- probes across all onsite networks, systematically scanning endpoints to alert and report on vulnerabilities.



FREE PUBLIC WIFI

Complimentary high-speed public Wi-Fi is available across ICC Sydney's 70 meeting spaces and throughout the precinct.

- 1000 wireless access points across the venue ensuring fast and consistent connection
- Speeds of up to 10Mbps per device
- For greater speed, premium packs are available for purchase.

PRIVATE PREMIUM NETWORK OPTIONS

The ICT team works collaboratively with clients and exhibitors that require specific network services.

- Custom solutions available for a single room or venue-wide connectivity
- Variety of dedicated bandwidth options, from 10Mb up to 5Gb and beyond
- Group Wi-Fi packages available with unlimited data usage
- Custom SSID and captive portal options (at additional cost)
- Over 1000 wireless access points, over 10,000 data ports supported by a fully redundant internet connection.



AUDIO VISUAL AND ICT TEAM

ICC Sydney's AV and ICT team is with you at every stage, from bidding and planning through to event delivery. A dedicated point of contact is assigned to your event, working closely with you to understand your objectives and ensure the production delivers on them.

The team brings together specialist technical production professionals across every discipline, backed by deep knowledge of the venue's spaces and technology. Site visits are encouraged early in the planning process to help showcase the spaces and develop ideas together.



AUDIO VISUAL AND ICT LEADERSHIP TEAM



BRIAN NASH
Director of Audio Visual Services

"It's always satisfying to see an event come together and deliver strong results for our team and clients."

Brian leads ICC Sydney's AV Services department, overseeing the full operation from systems design and commissioning through to event delivery. With over 30 years in event AV, he brings deep industry knowledge and a strong understanding of how technical systems and processes come together to support successful events. Under his leadership, the team delivers reliable, efficient production across every stage of an event.



TRAVIS HENRY
Senior Manager, Audio Production Services

"It's about getting it right behind the scenes so it works on stage, everytime."

Travis leads AV production services at ICC Sydney, overseeing the planning and delivery of multiple events taking place across the venue at any one time. With over 25 years in the industry, he has extensive experience managing complex production environments and large-scale conferences. Travis focuses on operational planning, team coordination and ensuring consistent delivery across every event, regardless of scale or complexity.



JACK CROZIER
Senior Audio Visual Technical Manager

"We combine skilled teams and technology to deliver complex, large-scale events."

Jack manages a production team of more than 200 technical operators and oversees the day-to-day delivery of AV across ICC Sydney. With over 20 years of hands-on experience across technical operations, production management and rigging, he brings a practical understanding of how events are built and delivered. Jack plays a key role in coordinating teams, managing resources and ensuring consistent delivery across all events.



TONI McALLISTER
Senior Manager, AV Business Development

"When you understand the objective, the right AV solution follows."

Toni works with clients to develop AV solutions that align with their event objectives and budget, from initial enquiry through to proposal delivery. With over 25 years in the events industry, she brings a strong understanding of both creative and technical requirements. Toni focuses on simplifying technical decisions, working closely with clients to ensure the AV supports the overall event experience.



JENNY VERUS
Senior Manager, AV Business Development

"An event is more than the moment - it's the full experience from start to finish."

With over 25 years of experience across events, audio visual and entertainment, Jenny brings a strong understanding of both production and client requirements. She works closely with clients and organisers to shape AV solutions that align with event objectives, from initial brief through to delivery. Jenny focuses on building long-term relationships and ensuring each event is supported by a practical, well-considered AV approach.



AJAY VEMULAPALLI
Senior Manager, ICT Services

"The goal is simple - keep systems running and events connected."

Ajay leads ICT Services at ICC Sydney, overseeing network infrastructure, system operations and cyber security across the venue. With over 15 years of experience in ICT infrastructure and service delivery, he focuses on maintaining a reliable and secure network environment for events. Ajay works closely with clients and exhibitors to ensure connectivity is planned, configured and delivered in line with event requirements.

AUDIO VISUAL PRODUCTION EXPERTISE

AV Project Management

A dedicated AV Project Manager is assigned to your event from the planning stage, working with you to understand your objectives and budget and develop a tailored AV proposal. They remain your primary contact through to delivery.

AV Floor Management

Once your event is onsite, AV Floor Managers take over as your single point of contact for all technical requirements on the ground. This service is included with every event and ensures a seamless, stress-free experience.

Operations

The AV Operations team manages the setup, delivery and bump-out of all technical production. With over 200 technical team members, ICC Sydney has the largest group of skilled professionals working in an in-house venue in Australia.

Digital Media

The Digital Media team manages ICC Sydney's digital event services, support from Speaker Preparation through to digital signage and content creation. They work alongside the AV Project Manager to integrate digital services into your event plan, creating engaging, memorable event experiences.

