



**Client**  
**Australian Human Resources Institute -  
National Convention & Exhibition 2015**

**Event**  
**National Congress**

**Venue**  
**Plenary Hall Melbourne Convention and  
Exhibition Centre**



### **Overview**

The AHRI National Convention and Exhibition is the largest HR event in the Asia Pacific region. Each year, it attracts over 3,000 delegates with a program that runs over 4 days.

### **Design**

The theme of the congress was Connect With Us. AHRIs' brief was to design a dynamic stage 'look' that would reinforce the congresses branding and theme.

Gavin McLean Senior Account Manager Microhire states "we wanted to take that one step further and design a learning environment, that would give us the ability to reinforce AHRIs key messages, augment the key note presentations and create a dynamic background for the panel discussions."

Microhire engaged Michael Davey Creative Director of evoke who developed the "media board" concept that would provide more than just a backdrop for the

presentations. "There were a number of key note presentations, panels sessions and guest presenters and I wanted to the stage set to be able to transform from presentation to theatre show instantly and importantly to have a powerful presence during the 4 day program.

The Plenary Hall is one of the largest conference spaces in Melbourne so the concept needed to be BIG to accomplish this.

The feature of the design would be the 'live billboard' in the form of a LED backdrop, positioned under a large central 15x20 screen and 30k projector. Incorporated into the set was another screen that was used to show content in another format giving us flexibility.

### **Scope:**

Microhire was responsible for managing all production requirements including technical design, CAD plans, live and on demand streaming, set-up, rehearsals,





show calling, operation and pack-down of all audio visual and speaker presentation management pre and during the congress. evoke designed the stage set in consultation with Microhires Production Department.

**Technical**

The stage set consisted of a 20x15ft screen, 20x5m LED wall and a third screen for camera images and messages in PIP format. Combined, the screens were used to make one huge media board. Over the 4 days the content included multiple presentations, video, holding and title

slides, themed statements and messages two 'live to screen' roving cameras.

To mix the various media sources to the multiple screens Rohan Wilson Microhires Technical Director assigned to manage the event designed the vision component using our Ascender blend vision mixer. "The Ascender allowed us to design various screen/stage looks using the various content and also have the ability to 'live mix' the formatting to keep the audience engaged during the plenary's formal proceedings" said Rohan.

**Result**

"The event was a total success and people were raving about it the next day at the congress. evoke nailed the design and Microhires technical production was five star. They listened to our brief and designed an event which realised our objectives using the latest design & showcraft techniques and some very impressive cutting edge technology."

Kryshla Salaris  
Manager Events & Social Media

