



the project.

GWA Group Limited's Strategy &
Showcase Conference

the brief.

To celebrate the past and get people excited about the future. Reconnect people to the company purpose and bring awareness and clarity to a new plan and key priorities, as well as showcase the high-tech distribution and innovations centre and the new flagship store.

the experience.

Synergy Effect project managed all aspects of the conference including session and speaker planning, break-out sessions, teambuilding challenges, venue theming and styling, theatre-style staging set-up, experiential product pods, catering throughout the conference and the post-conference networking and celebratory drinks, dinner and entertainment.



the results.

Feedback from the client and guests was that the event was hugely successful, creating a strong feeling of togetherness and unity in the strategy to strive towards even greater future success.

Feedback was that the conference program delivered valuable knowledge and skills in an interesting way, driving forward professional and personal development, as well as being fun and engaging.



SYNERGY
E F F E C T

what our client said.

"The feedback that we have received on the event has been amazing! It all came together so well and went so smoothly. It was great working with you on this event and I look forward to the next one."