



the project.

RSL LifeCare two-day Leadership & Development conference goes online

the brief.

In 2020, RSL LifeCare sought to take its annual leadership and development conference, and awards presentation online in a way that would ignite, inspire, empower and connect its nationally-located team.

the experience.

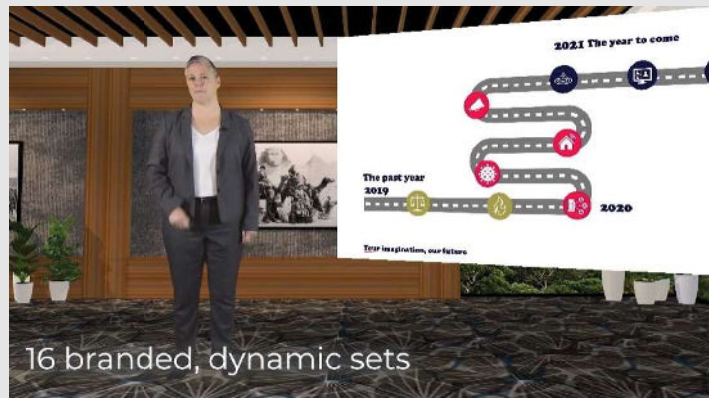
Synergy Effect worked with RSL LifeCare to carefully plan each of the 16 major presentation segments to ensure variety in visual style, duration, content and pace as well as engagement activities woven throughout. Management presentations, specialist training sessions, guest speakers and interactive elements were curated.

Synergy Effect created a number of fully-branded 3D sets to reflect and enhance segment content into which presenters were positioned. To bring real-life into the conference, the MC also presented from video backgrounds shot at different RSL LifeCare locations.



the results.

Over 120 delegates attended the conference with 16 presentations across two days, plus an awards event. The experience allowed RSL LifeCare to accelerate its management system rollout.



SYNERGY
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what our client said.

"Synergy Effect provided RSL LifeCare with the guidance and solutions that enabled us to deliver an engaging and impactful conference to our organisation leaders. It would not have reached the same level of success without Synergy Effect"