

CROCK PRODUCTIONS – CASE STUDY

AFFINITY HEALTH NATIONAL CONFERENCE 2005

NAME: “Good to Great”

CLIENT: Affinity Health

VENUE: Brisbane Hilton

EVENT TYPE: Annual Conference of key hospital staff

PAX: 160 delegates

THE BRIEF: This was the second year of the Affinity Health National Conference. This is the only time of the year when key Affinity Health hospital employees meet together to build on a cohesive approach to managing the 60 Affinity Hospitals throughout Australia and Indonesia. The theme ‘Good to Great’ was chosen to recognize the achievements of the young Affinity team so far, but to acknowledge that there was still work to be done. The Affinity Health National Conference was a two-day conference comprising presentations, motivational speakers, guest appearances, video production, trivia sessions and a themed dinner.

PLANNING: Planning consisted of meetings with the organisation team from October 2004, with detailed agendas and minutes for each meeting. The first stage in the process is to develop on the agenda and determine appropriate materials and inclusions for the conference. The organisers wanted to create video productions with the input of all Affinity employees – even those not attending the conference. To this end, Crock Productions coordinated the distribution of Mini DV cameras across Australia, and the retrieval of all footage from these locations shot by the hospital staff members themselves. This footage then became a number of conference video productions, such as an opener, a closer and even a bloopers reel!

THE EVENT: The theme ‘Good to Great’ was translated into the conference in a number of ways. Each delegate was given a Hawaiian shirt upon arrival and all conference kits were themed with a fun, tropical theme in mind. A conference dinner at the conclusion of the first day saw delegates treated to a party called ‘Affinity Goes Exotic’ where Bjorn Again entertained, Hawaiian girls handed out gifts and one lucky employee won a trip to Hawaii by winning the Affinity Health ‘Who Wants to be a Millionaire’ grand final. The conference also maintained the ‘Good to Great’ theme by incorporating a guest appearance by Health Minister Tony Abbot and a presentation by acclaimed ballet dancer and author of ‘Mao’s Last Dancer’, Li Cunxin.