

Event Solutions



Delivering **TRUST** in events

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“During our presentations we know that our time, money and corporate credibility are completely and irretrievably on the line—that’s why we trust Haycom.”

The solution is now at hand

For over 30 years Haycom has been at the forefront of Australia's event industry delivering trust and success at corporate events. We understand the need to deliver professional and seamless events across a variety of venues. We also realise that whilst event budgets may be shrinking, you still need quality, value and budgetary control.



We are pleased to introduce **Event Solutions** - designed to give you the highest quality events. They are clearly framed and all-encompassing. Your Event Solutions can even be booked before choosing your venue to give you clear and assured budgetary control.

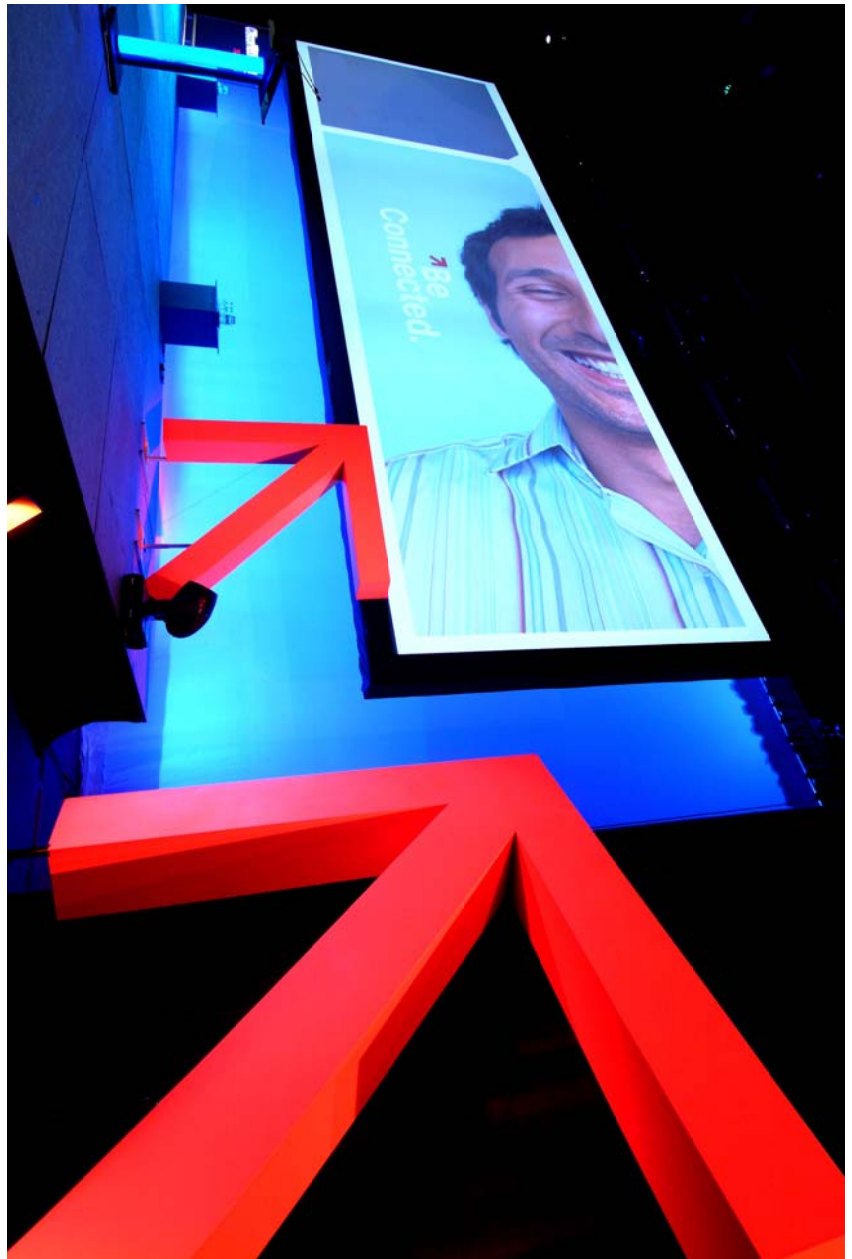
Event Solutions give you the same standards of excellence that Haycom is renowned for, at a level of investment that won't break the bank. Everything you would need to deliver a successful event with the added advantage of the revolutionary Haycom QuickSets™.

Your **Event Solutions**: all-inclusive and designed for any CBD hotel-style venue:

- ✓ **Event Solution P80** for events up to 80 people.
- ✓ **Event Solution P150** for events up to 150 people.
- ✓ **Event Solution P250** for events up to 250 people.
- ✓ **Event Solution Media** for a media event of around 60 people.

Haycom continues to deliver custom-designed events that will exceed your expectations. Our team of Technical Directors, Project Managers and Event Technicians are always available for assistance and advice, from design through to successful delivery.

www.haycomstaging.com.au



Cost-effective ways to add professionalism and individuality

Welcome to the Revolution

Rip down those tired, drab drapes and forget costly and unwieldy sets.

If you are frustrated with the choices for backstage settings you are not alone. For too long the creation of a stage backdrop has been limited to velvet drapes or heavy, wooden flats. These choices are prohibitively costly, timely to build, lack consistency or professionalism, and deliver little 'wow-factor.'



Well, times have changed— welcome to the Haycom QuickSets™ revolution.

You can now save time and money, and treat your audience to a glittering experience with Haycom QuickSets™ - the quick and easy way to enhance the look and feel of your corporate event. A clean and professional backdrop for your presentation can be installed in quick time. Simply add lighting and the creative possibilities are endless.

Haycom QuickSets™ advantages:

- ❑ innovative space-saving design ensures optimal use of floor space;
- ❑ reduction in set-up times and labour costs, due to ease of assembly;
- ❑ a clean, blank canvas to create spectacular lighting or projection effects;
- ❑ ideal for roadshows to create consistency from venue to venue;
- ❑ a cost-effective way to add professionalism and 'wow-factor'.

Transform your next event by creating a unique and spectacular setting, without sacrificing your budget. Call Haycom to arrange a demonstration.

Event Solution P80

Designed for a meeting of up to 80 people in a CBD hotel-style venue, this all-inclusive solution allows you to concentrate on the business at hand and enjoy the applause.



If it is true that an audience makes up their mind about an event when they first walk into a room, then this package will ensure your event starts on the perfect note.

Everything you need is catered for on stage with the dynamic and vibrant Haycom QuickSets™ framing an inset, venue-specific projection screen and data projector.

The presenters will have all their needs catered for with computer, CD and DVD, as well as laser pointer and remote control. A choice of lecterns with built-in microphones is available for the presenters.

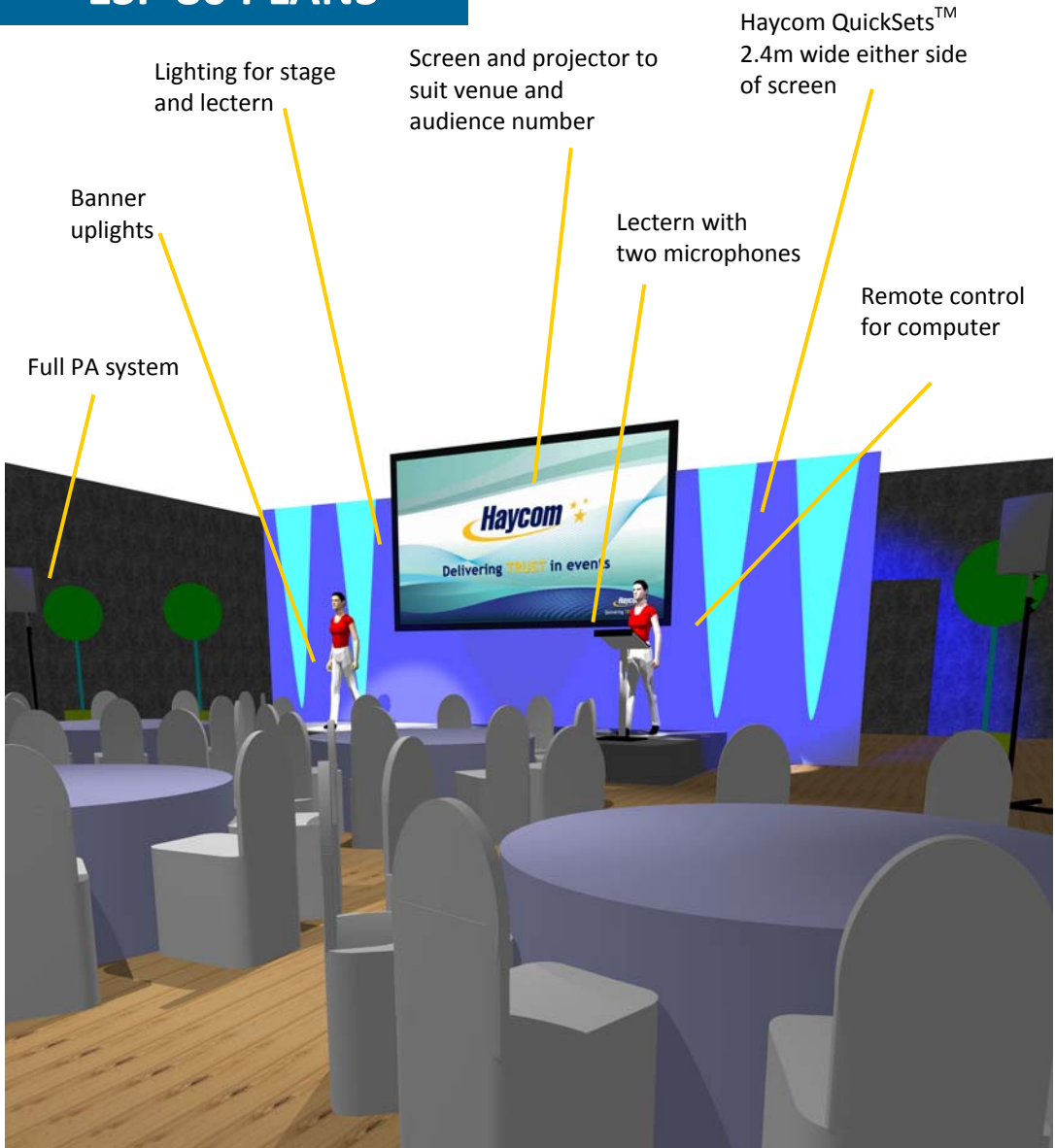
Lighting for stage, set and presenters completes the package and offers you the choice of colour combinations to match your specific corporate and/or product needs. A specifically-designed audio system, including radio microphones for any Q&A sessions, will be provided to deliver clear sound throughout the venue.

Of course, professional Haycom technicians and an experienced operator will be there throughout the entire event—from set-up through to rehearsal and over the course of the event to ensure everything runs smoothly, successfully and without stress.

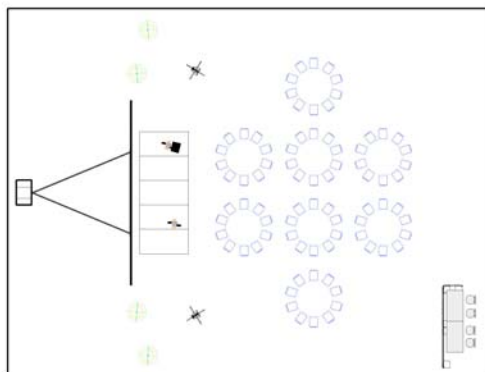
One day price: \$5,850.00 (ex GST)*

*discount for multiple days

ESP 80 PLANS



Below: A typical floor plan produced for your event



Metres

ESP	Screen	1.500 A4
200mm	Screen	100
PA	Screen	100
Package PA System	Screen	100

Event Solution P150

Event Solution P150 is a complete and comprehensive technical event package designed for a larger meeting of up to 150 people in a CBD hotel-style venue.



Creating a dynamic, colourful and attention-drawing stage set need not be prohibitively expensive, nor time-consuming to build.

This package uses Haycom QuickSets™ with your choice of lighting colours to give your audience an experience that will last long after the lights go down. With a choice of screen and data projector to suit the room and enhanced by professional lighting for stage, presenters and banners, you have the perfect setting for a great event.

The presenters will have all their needs catered for with computer, CD and DVD, as well as laser pointer and remote to control speaker-support (or you can elect to have the experienced Haycom operators control the presentation). A choice of lecterns with built-in microphones is available for the presenters.

Additional microphones are included for presenters and audience to give you the flexibility to run Q&A session or a round-table discussion on-stage. An expanded PA that is engineered to the rooms configurations will deliver complete, high-end sound throughout your event room.

Two professional operators will be on-hand to help ensure the event goes exactly to plan from set-up, rehearsal and throughout the entire event.

One day price \$9,150.00 (ex GST)*

*discount for multiple days

Event Solution P250

Event Solution P250 is a complete and comprehensive package for a meeting of up to 250 people in a CBD venue.



We've thought of everything you are likely to need for this type of event so that the only thing you have to worry about is what to wear.

Designed to assist in your communication objectives, this package features expanded technology to deliver a larger and more visually impressive event.

The Haycom QuickSets™ and your choice of projection screen forms the foundation upon which your presenters will create their magic. To add to the “Wow” factor your presenters will deliver their messages in style with on-screen picture-in-picture (PIP) capabilities via a high-end projector and video mixing system.

The presenters will have all their needs catered for with computer, CD, DVD as well as laser pointer and remote control. You also have your choice of one or two lecterns with built-in microphones and lights.

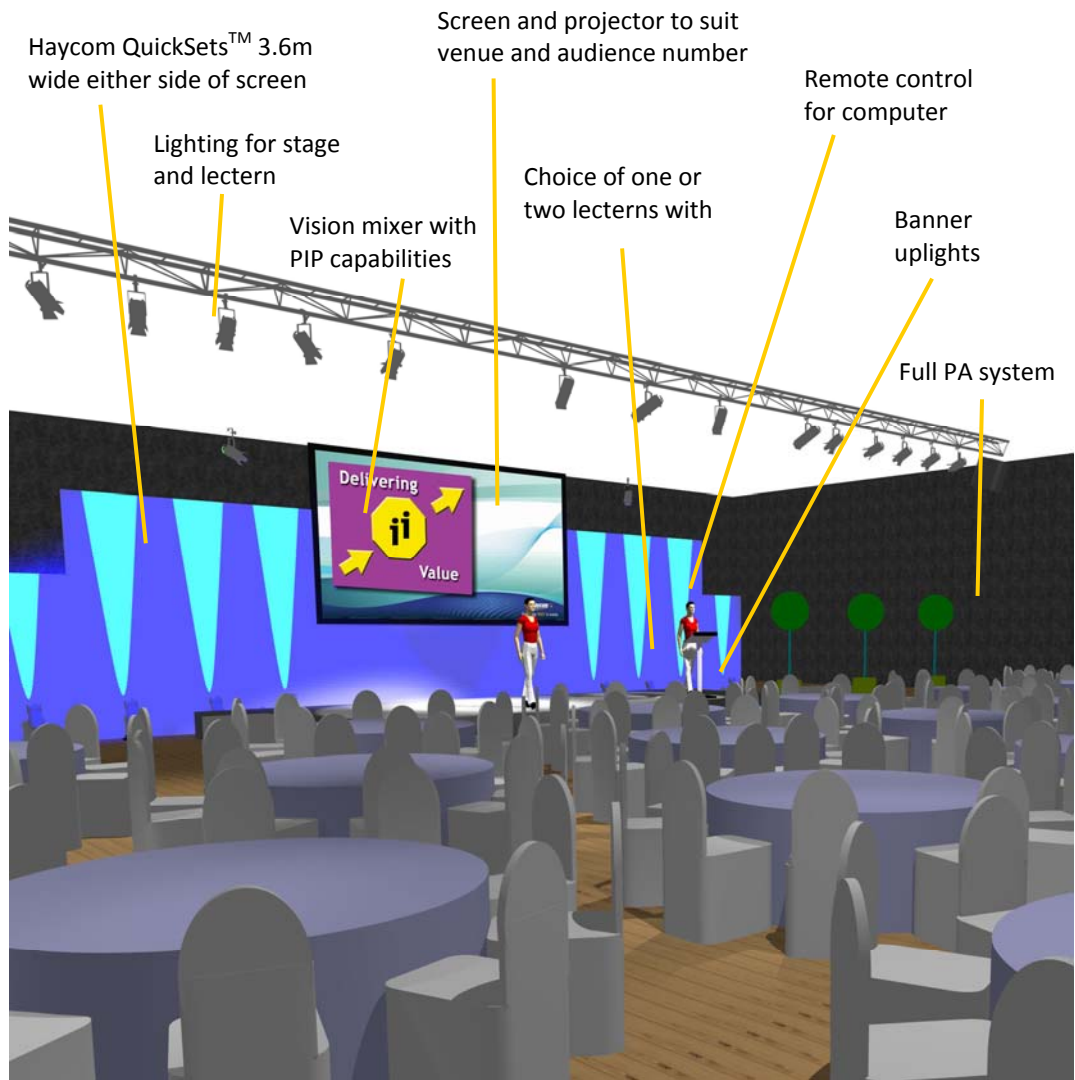
An extensive lighting array, with all fixtures flown from the ceiling, optimises the room space and presents a clean and uncluttered look. Radio microphones are available for Q&A or on-stage forums and a comprehensive professional PA system is installed.

As you would expect, two professional operators will be on-hand throughout to help ensure your event goes exactly to plan - from start to successful finish.

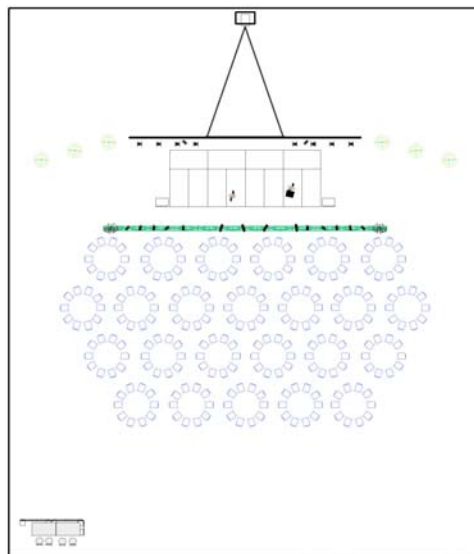
One day price \$16,350.00 (ex GST)*

*discount for multiple days

ESP 80 PLANS



Below: A typical floor plan produced for your event



Item	Quantity	Notes

Guidelines for Presenters

Having all of your presenters on the same wavelength will help greatly in the success of your event. Here are some fundamental guidelines to help.

DO

- Back-up. All speaker-support should be backed-up on disc, on another computer and available in paper format in case of emergency.
- Insist on a rehearsal with all presenters and organisers.
- If using your own laptop, prepare it for the event. Turn off screensaver, manage the power options and ensure a 'suitable' desktop view.
- Check all presentations on the computer that will be used for the event.
- Communicate with all presenters to establish what format they will be using for their speaker support.
- Ensure all presentations are in the one common ratio (eg. 4:3, 16:9 etc.) so that the on-screen images all look consistent and fill the screen.
- Preload all presentations on the one event computer with a back-up.

DON'T

- Never go into an important event without a rehearsal beforehand.
- Never allow presentations direct from disc (CD/DVD).
- Never run a laptop off battery power, always connect to mains power.
- Limit any last minute changes that haven't been double-checked.



Haycom delivers free event tips via email

Event Solution Media (ESM)

Whilst media launches are generally small and straightforward it is critical they are run effectively and smoothly.

Behind the scenes support needs to be precise and timely to successfully communicate your messages in the clearest and best manner.

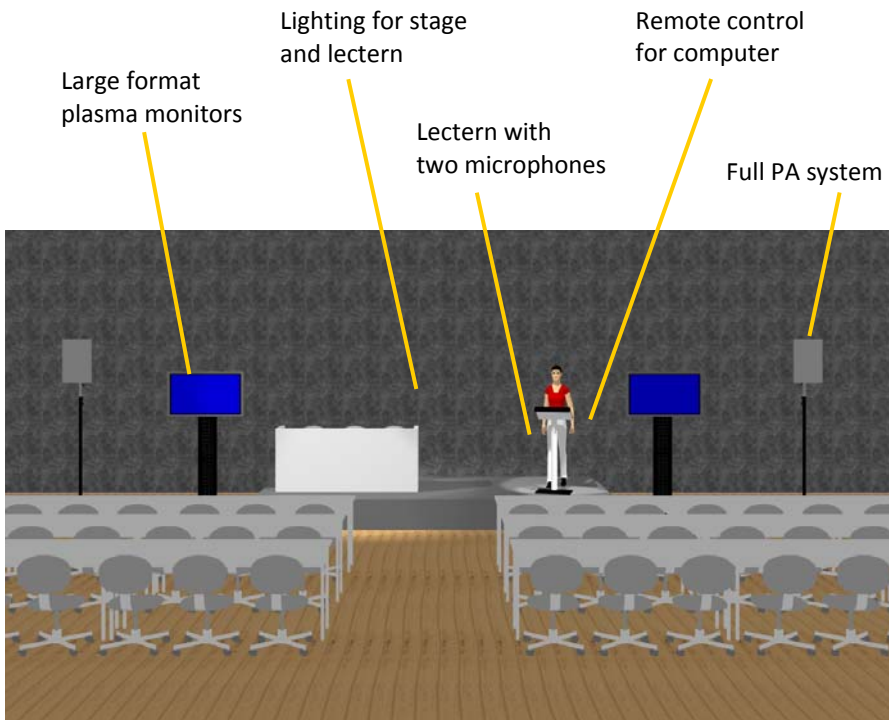
This package has everything required for a professional media event for up to 60 people.

Large-format plasma screens on stands will deliver clear images from computer, CD and/or DVD sources. A lectern and radio microphones with full PA and full stage and lectern lighting are included to ensure your presenters look and sound their best - live and on camera.

And to ensure you are presented to your wider audience in the best possible way, the media are well accommodated with full media distribution established in an accessible area. We will also audio record the event for your use. This is an ideal way to communicate to your stakeholders after the event or simply for archival purposes.



One day price \$4,800.00 (ex GST)



Secure speaker-support delivery

Need to transport speaker-support material securely and quickly?

Haycom offers a safe, secure and fast delivering service to our customers for video material over the internet. This gives you almost instantaneous access throughout Australia to deliver your event material at the click of a button.

EXAMPLES.

Content can be exported to a “file” format (eg. QuickTime or Windows Media) straight from an edit suite, instead of copying to a tape or DVD. The content may also be converted from a DVD or tape into an electronic format so it can be sent quickly to another site. Additionally, on-site recordings can be made straight to hard disc and then delivered electronically for review, approval or for archival purposes.

WHY?

Faster—compressed video can be delivered over the Internet in a matter of minutes, rather than waiting for time-consuming and expensive deliveries.

Geographically independent—We can deliver content interstate or internationally far quicker and more cheaply than would be possible through physical media.

High quality—in most cases video can be delivered at or near original quality.

HOW?

Simply contact your local Haycom office to find out how quick and easy we can make the organisation and delivery of your next event.



Your Haycom TD will be there to deliver success

Planning a Roadshow

Event Solutions makes planning and budgeting for multiple events such as roadshows easier and more cost-effective than ever before.

We recommend touring a Technical Director (TD) on roadshows to ensure consistency, comfort factor with your presenters and to take the hassle out of having to brief a new technical team in each state. Your Haycom TD provides a consistent, knowledgeable point of contact throughout all events, liaising with all venues and ensuring your events are delivered exactly as planned. A stress-free way of ensuring event success.

Following is an example of how easily and quickly you can plan, and budget, for a 5-city roadshow with different sized events.



National Roadshow

Brisbane (Audience size: 70 pax)	
Event Solution P80	\$5,850.00
Sydney (150 pax)	
Event Solution P150	\$9,150.00
Melbourne (140 pax)	
Event Solution P150	\$9,150.00
Adelaide (60 pax)	
Event Solution P80	\$5,850.00
Perth (60 pax)	
Event Solution P80	\$5,850.00
Touring TD (6 Days)	\$5,400.00
Est. travel/accommodation	\$2,500.00
Total Technical budget (ex GST)	\$43,750.00
Budget without touring TD (ex GST)	\$35,850.00



*Planning and budgeting easier
than ever before.*

Helpful planning tips

When planning your event it is wise to have a clear understanding of the fundamentals before choosing a venue. Here are some important considerations that should be addressed during your preparation.

❑ **What is your budget?**

The most important parameter to establish before anything else. Having clear expenditure guidelines will frame your entire event. Unless you have done the event before it is wise to add a contingency (10-15%) to cover unforeseen expenses. You will always look good when you can come in under budget.

❑ **How many people are expected to attend?**

This determines the level and type of equipment and resources allocated to your event. Screen sizes, PA and many other aspects of technical infrastructure are determined by audience size.

❑ **What is the theme of your event?**

The theme and atmosphere you want to create (serious, fun, party etc.) will help determine where you stage your event and the type of resources required.

❑ **How long is your event and what time will it start?**

This is important because the technical event company needs to allocate the appropriate people resources for your event.

❑ **Where will your event take place?**

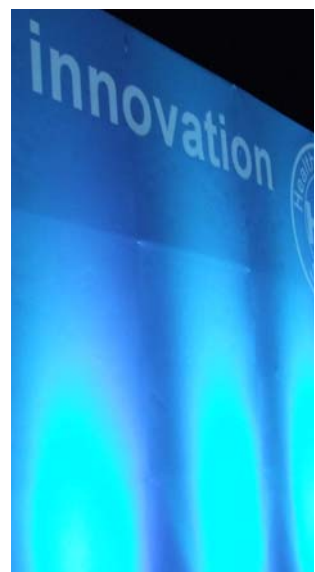
Venue choice has a large bearing on event staging costs. Locking yourself into an unsuitable venue can cost you big dollars and create unwanted headaches. Consider venues that are easily accessible for all, that match the tone of your event, and can accommodate all your event needs. Choosing a venue should NEVER be the first thing you do, rather after all other important details of your event are clearly established.

Important note: Whilst venues prefer you to use the in-house AV, this is not mandatory.

[Haycom offers a free venue advisory service to help you deliver the most successful event within your budget and event objectives. Call us to give you a range of options for your next event.](#)

❑ **Have you got a floor plan?**

Having a floor plan of the venue is critical. Working without a floor plan is like building a house without plans - not a good idea. Haycom has plans of virtually every venue in Australia.



A free and independent venue advisory service

Free event tips sent to you

Do you find it time-consuming and difficult to keep up with the latest event trends, techniques and innovations?



Do you want a free source of event tips to help in your event organisation?

Haycom delivers a fortnightly e-newsletter—**IMAGE Improver**—with helpful and relevant tips to help with your events. We cover topics such as speaker-support design and delivery, lighting, audio, staging, theming, entertainment and much more.

Go to the Haycom website www.haycomstaging.com.au and subscribe directly to Image Improver—it's as easy as that!

Our Unique Advantages

There are many ways that Haycom delivers value to your events. Here are just some of the reasons why Haycom is recognised as “Australia’s most trusted event services provider:”



- 100% Price Guarantee—no unexpected cost blowouts or surprises;**
- The most experienced personnel in the event industry;**
- Independent advice, free from conflicting interests;**
- Pre-event safety analysis on all events;**
- Your event team is selected for your specific needs;**
- We work for you, not the venue, so we are always there for you;**
- Specialised service delivering innovation and excellence;**
- Proudly Australian owned and operated.**

How safe are your events?

Your SHOWSAFE™ Protection

Many people believe that venues and other suppliers will always take responsibility for event safety. This may be a very dangerous assumption and one that could expose you to litigation, or worse, an accident. Always check beforehand with all your event partners to assess their OH&S credentials.

To guarantee that you, your event team and all attendees are treated to the highest level of event and personal safety, Haycom has designed ShowSAFE™.

ShowSAFE™ is an industry-leading initiative that covers all Haycom workplaces throughout Australia, and extends throughout every venue where we deliver events.

As testament to our exemplary record of safety, Haycom is the only event staging company in Australia to have been accredited with SafetyMAP (level 4). This is backed by NSCA, Australia's leading provider of OH&S training.

ShowSAFE™ also encompasses an initial Job Safety Analysis (JSA) which is conducted prior to every event. This gives an overview of any inherent dangers or risks identified in staging the event.

So when you are entrusting your event into the hands of someone else, make sure they have your safety at heart—we always do.



Your event safety is our absolute priority

Glossary

Here is some commonly-used technical terminology explained.

ASPECT RATIO	The relationship between the height and width of an image. For viewing screens standard TV is 4:3 (may also be expressed as 1.33:1 or 1.33); HDTV is 16:9 (1.78:1 or 1.78).
FRONT/REAR PROJECT	Refers to projector placement. Front Projection (F/P) has the projector on the audience side of the screen. Rear Projection (R/P) has the projector behind the screen. R/P is tidier and allows the presenter to walk in front of the screen without casting shadows, however, takes up more room space.
GOBO	Generally a thin piece of stainless steel or anodised glass with a cut-out image. When placed into a lighting fixture the image can be projected onto a variety of surfaces.
GRAPHICS STANDARDS	Determines the number of colours and the definition (ie. picture quality) you can expect to achieve with an image. VGA (640x480 pixels); XGA (1024x768); SXGA (1280x1024); UXGA (1600x1200)
I-MAG	Short for Image Magnification where video camera images are displayed on-screen for the audience to see clearly.
INTELLIGENT LIGHTING	Also known as 'moving lights' which are programmed for movement and colour changes to add impact to an event.
LUMENS/ANSILUMENS	The unit of measure for light (eg. from a light or projector). The higher the number the brighter the image. Whilst brightness is important, contrast ratio, resolution and colour accuracy all combine to produce the best images.
PIP	Picture-in-Picture refers to on-screen creation of small pictures within a larger picture. Each picture uses a separate video source such as a camera, DVD or computer.
SEAMLESS SWITCHER	Technology designed to switch between video and computer sources creating a smooth, professional transition (as opposed to a distracting "crash" switch).
SPEAKER-SUPPORT	Relates to on-screen content for the presenter. This may be a video or a slide-based presentation built from a software program such as PowerPoint or Keynote.
THREE-PHASE	3-Phase power is an "industrial" power supply used when the 'normal' power sockets (GPO) are not sufficient to power the equipment for your event. Most venues have 3-phase although it is useful to check first if in doubt.
VIDEOCONFERENCING	Also referred to as 'Telepresence' is where two or more remote locations have the ability to exchange vision and audio in real time.
WEBCASTING	Means of streaming data, video and sound via the internet. Can be streamed live or stored as an 'on-demand' service.

CONTACT DETAILS

Free call to your local Haycom office:

1800 555 244

Sydney: 02 9662 7986

Melbourne: 03 9645 1612

Brisbane: 07 3255 1855

ask@haycomstaging.com.au

www.haycomstaging.com.au



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