



INTEGRATED  
MARKETING  
**SOLUTIONS**

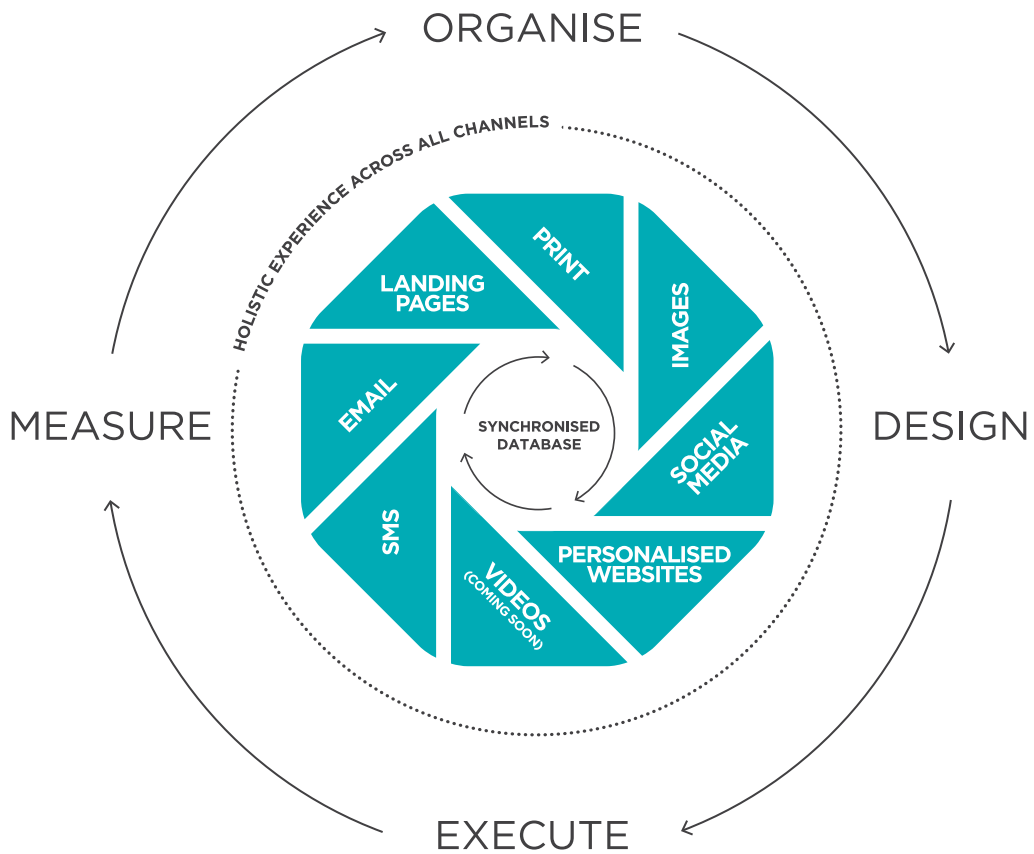
GET SMART  
SERVICES  
**CASE STUDY**

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# DELIVERING FULLY SYNCHRONISED, PERSONALLY RELEVANT AND CREATIVELY ENGAGING CAMPAIGNS ACROSS MULTIPLE CHANNELS



## CASE STUDY

# GET SMART SERVICES TURNED TO TO PROVIDE A TIME-SAVING AND FULLY AUTOMATED CONFERENCE EXPERIENCE FOR DELEGATES.


### INTRODUCTION

**Get Smart Services** specialises in delivering perfectly balanced and engaging conferences for franchise groups across Australia that are designed to educate and inspire.

### THE BRIEF

As the number of conferences delivered by Get Smart Services was increasing, Jan Timms was seeking a collaborative partner to assist in delivering a highly effective and efficient end to end conference management system that would decrease the Get Smart operational cost AND improve the conference experience.

### KEY OBJECTIVES AND OUTCOMES

| OBJECTIVE                                    |  SOLUTION  | OUTCOME  |
|--|---|--|
| Deliver an end to end conference management. | - Provision of pre event EDM promotions & delegate registration system.   | Fully automated and individualised pre event promotion, registration process, conference comms and feedback forms. |
| Increase delegate registration.              | - Create relevant and individualised promotions across multiple communication channels.   | 22% increase in registration.  |
| Reduce design implementation and execution.  | - Outsource development, design and activation<br>- Capture delegate preferences (dietary, flights, workshops and optional activities)<br>- Real time data tracking | A total of 70 man hours saved reducing operational cost by 6.5%.   |
| Increase delegate satisfaction.              | - Provision of personalised delegate website<br>- Daily SMS reminders<br>- Live feedback<br>- Personalised website<br>- Personalised support material               | 92 Net Promoter Score (NPS) up from 72.  |

### GLOSSARY:

**Touchpoint:** Contact point type, such as: SMS, Email, Landing Page, Dynamic PDF.

**Email Sent:** Total number of customers that were included in the campaign and sent emails.

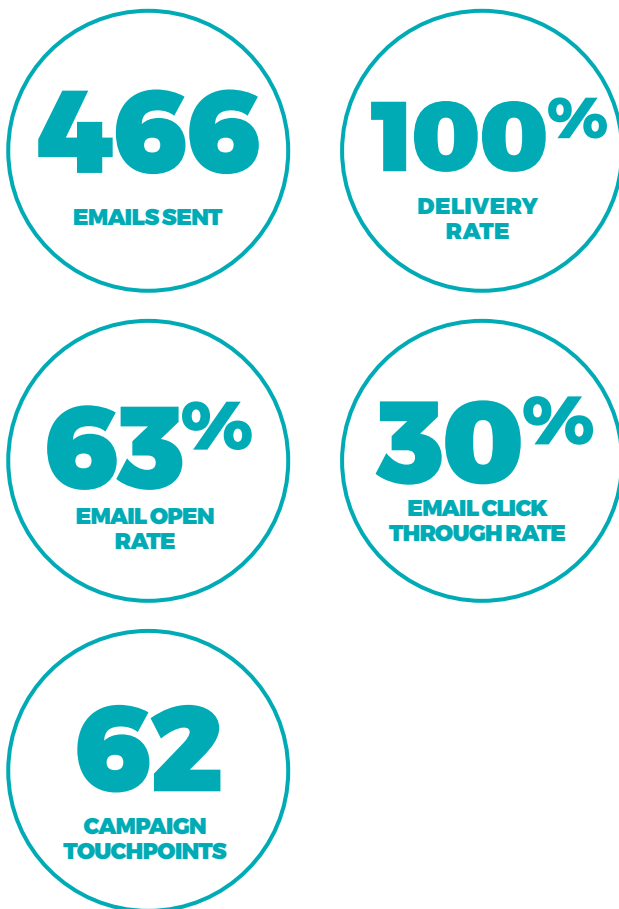
**Delivery rate:** Percentage of emails sent which were received by the customers.

**Conversion rate:** Percentage of customers that downloaded their personalised voucher.


**Increase in delivery rate:** How successful this campaign was in delivering the emails compared to previous campaigns with incumbent supplier.

**Response rate:** Percentage of customers that interacted with the campaign ie. landed on a landing page in response to an email or SMS.

## STATISTICS



## ABOUT

Our  team assist businesses integrate their marketing campaigns by using a single cross-media platform to deliver relevant, timely and fully synchronised customer experiences across multiple communication channels.

**To find out more visit our website:  
[experienceu.com.au](http://experienceu.com.au)**

## TESTIMONIALS




I thought the communication and personal website was fantastic. Communication was so much better than previous conferences and seeing the photos from the previous day was great - loved it!"

What a brilliant conference communication system, it brought everything to life, it was so easy to see where we had to go for the social events and activities, great stuff.

**Delegate feedback**



From a conference organisation perspective 'U' saved many hours of time as it is fully automated eliminating many tasks that were previously handled manually.

Future conferences will be even more streamlined now that we have a  Campaign template. I highly recommend this system for event management.

**Jan Timms**

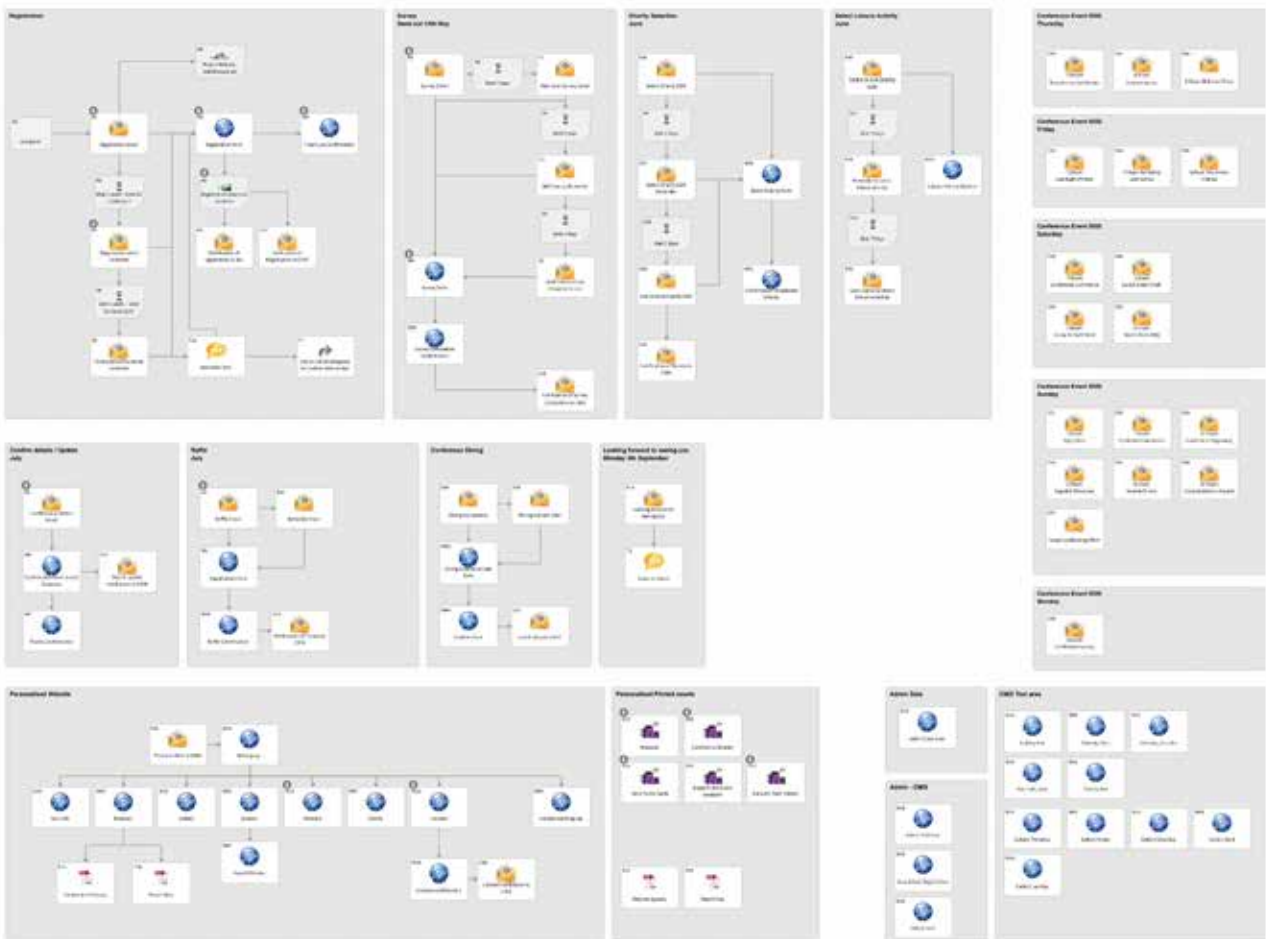
**Director  
Get Smart Services**



## CUSTOMER JOURNEY

provided delegates with an integrated and personalised conference experience. From initial registration through to charity selection, leisure and dining preferences, itinerary, events and session updates – the communication process was seamless. A personalised website was created which incorporated all the information a delegate would require before, during and after a conference.

During the conference, delegates were kept up to date with personalised SMS directing them to the next conference session, activity or event. Simplifying the process for both delegates and the conference organiser.



## PERSONALISED CONFERENCE WEBSITE



**PERSONALISED CONFERENCE WEBSITE**

**PERSONALISED NAME**

Welcome Tom, to the 2017 Worldwide Printing Solutions Conference

**PERSONALISED NAME**

Sanctuary Cove is a superb location for our 2017 National Conference. This year we have had more input than ever before from our Franchise Owners. You spoke and we listened and used your input to design the structure and content of our 2017 National Conference.

**PERSONALISED NAME**

Hi Tom, we've been excited about the feedback regarding our 2017 National Conference with many delegates taking the time to provide detailed additional comments. This provided an invaluable resource for planning our Sanctuary Cove event.

Therefore, our 2017 National Conference will not be different - it will incorporate the best of the best, based on your feedback.

The Conference has been expanded to three days to allow us to run a five market event which still incorporates the key components that you requested. We have introduced PowerPoint presentations, spread team building and leisure events across the three days and incorporated a learning workshop, with set back business learning components. We have designed more relaxed days with longer lunches and chill out times, included social breakfasts and incorporated in depth round tables with lesser teams and structural features. Our Supplier Showcase will run throughout the Conference in an adjacent conference room and we have selected in one of our organised activities, or just chill out and do your own thing.

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Here's to an inspiring, informative and memorable Conference. Making forward to seeing you there Tom!

Yours sincerely,  
  
 Paul DeLaney  
 Managing Director

**LINKS TO INDIVIDUALS PERSONAL ITINERARY**

Thursday's Itinerary  
 Friday's Itinerary  
 Saturday's Itinerary  
 Sunday's Itinerary

Gold Partners  
 FUJI XEROX | Worldwide | KONICA MINOLTA

Silver Partners  
 Spicers | RICOH

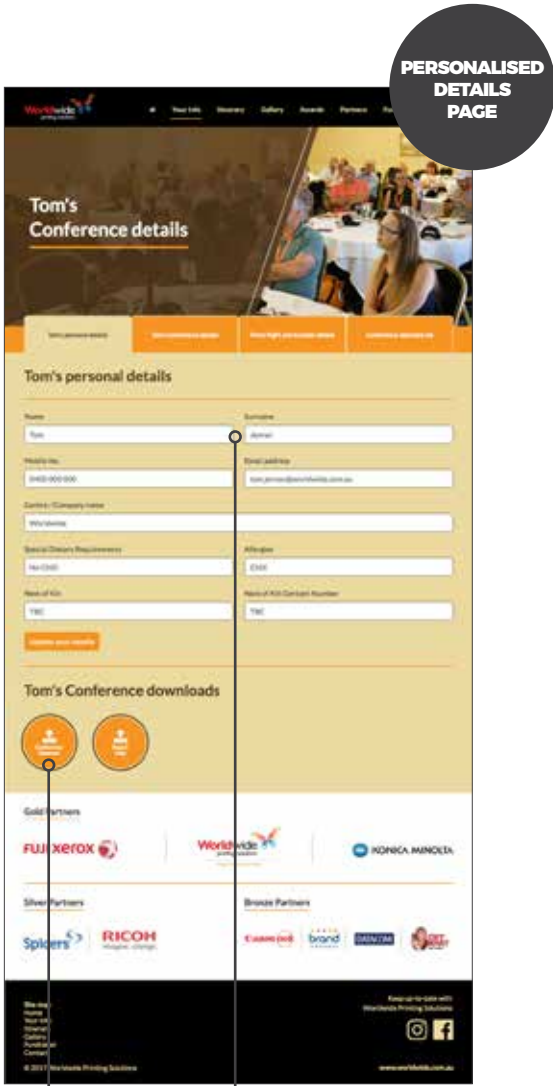
Bronze Partners  
 Canon | brand | DANLON | JET

Keep up to date with Worldwide Printing Solutions

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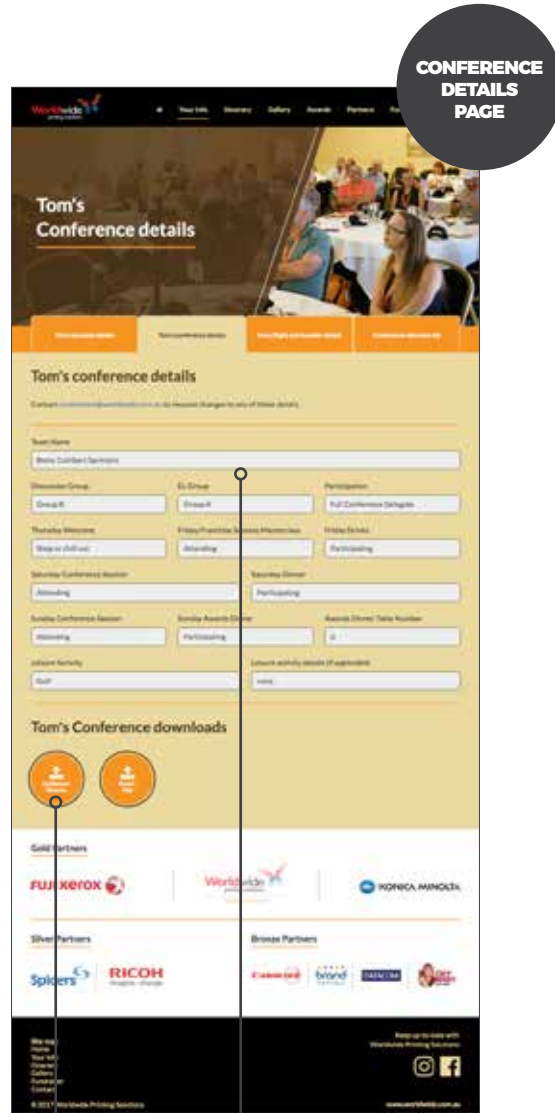


**CONFERENCE WEBSITE - DELEGATES DETAILS PAGES**



**PRINTABLE  
PERSONAL  
CONFERENCE  
ITINERARY**

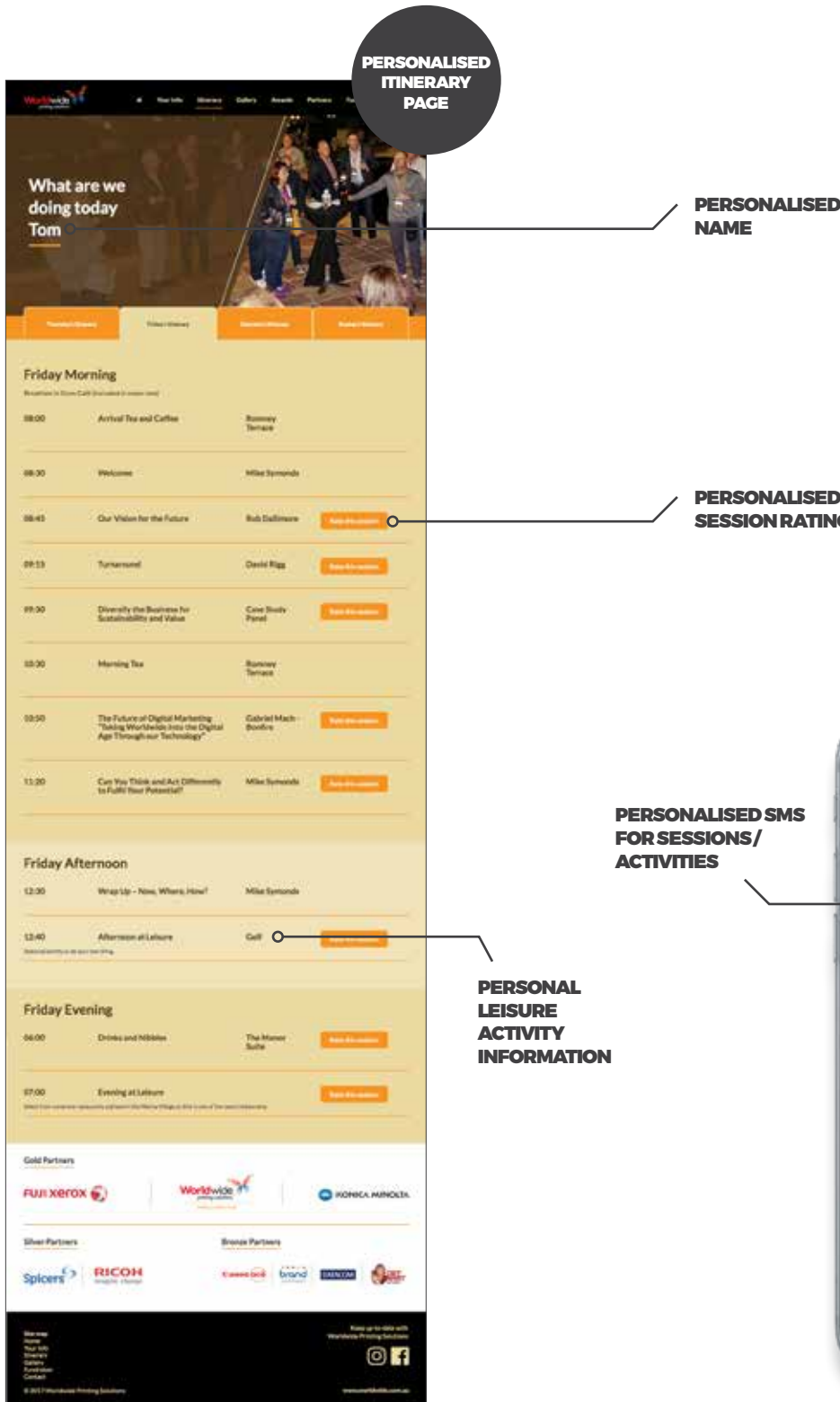
**ATTENDEES PERSONAL  
DETAILS (EDITABLE BY  
ATTENDEE)**



**PRINTABLE  
PERSONAL  
CONFERENCE  
ITINERARY**

**ATTENDEES CONFERENCE  
DETAILS (READ ONLY)**

## CONFERENCE WEBSITE - PERSONALISED ITINERARY



**PERSONALISED ITINERARY PAGE**

**PERSONALISED NAME**

**PERSONALISED SESSION RATING**

**PERSONAL LEISURE ACTIVITY INFORMATION**

**PERSONALISED SMS FOR SESSIONS/ACTIVITIES**

**INFORMATIONAL SMS**

What are we doing today  
**Tom**

**Friday Morning**

|       |   |                      |              |
|-------|---|----------------------|--------------|
| 08:00 | Arrival Tea and Coffee  | Bruno Terence        |              |
| 08:30 | Welcome   | Mike Symonds         |              |
| 08:45 | Our Vision for the Future   | Rob Dullimore        | Rate Session |
| 09:15 | Turnaround  | David Pigg           | Rate Session |
| 09:30 | Diversity the Business for Sustainability and Value   | Case Study Panel     | Rate Session |
| 10:30 | Morning Tea   | Bruno Terence        |              |
| 10:50 | The Future of Digital Marketing "Using Workshops into the Digital Age Through our Technology" | Gabriel Mach-Bonfide | Rate Session |
| 11:30 | Can You Think and Act Differently to Fully Realise Your Potential?                            | Mike Symonds         | Rate Session |

**Friday Afternoon**

|       |                              |              |              |
|-------|------------------------------|--------------|--------------|
| 12:30 | Wrap Up - Now, Where's Next? | Mike Symonds |              |
| 12:40 | Afternoon at Leisure         | Golf         | Rate Session |

**Friday Evening**

|       |                    |                  |              |
|-------|--------------------|------------------|--------------|
| 06:00 | Drinks and nibbles | The Minter Suite | Rate Session |
| 07:00 | Evening at Leisure |                  | Rate Session |

**Gold Partners**

FUJIXEROX | Worldwide | HONDA MINOLTA

**Silver Partners** | **Bronze Partners**

Spicers | RICOH | Canon Ink | brand | BALEM | GIGI

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Tom, Beach Party BBQ and Fundraiser Auction at Lagoon Beach starts at 6:30pm



## CONFERENCE CHARITY SELECTION



**Worldwide**  
printing solutions

**Have your say**  
What good causes shall we support this year?

Start the Survey >

Dear Tom

Traditionally Worldwide Printing Solutions has raised funds to support a good cause at our annual conference. In conferences past we have sponsored a WPS employee on a bike ride for kids with cancer, raised money for sporting equipment for kids in Fiji, helped Project Futures to counteract child sex trafficking, donated bikes to kids with cancer and supported The Root Cause in their quest to change children's eating habits. Over the years we have collectively donated over \$60,000 to our selected causes.

The power of "U" has enabled us to be much more collaborative with our conference planning and we want to extend this collaboration to the selection of a good cause, or combination of causes to support this year.

Please complete the survey on the link below by 11th July and have your say in what we support with our fund raising efforts.

Regards  
Jan Timms  
Conference Organiser

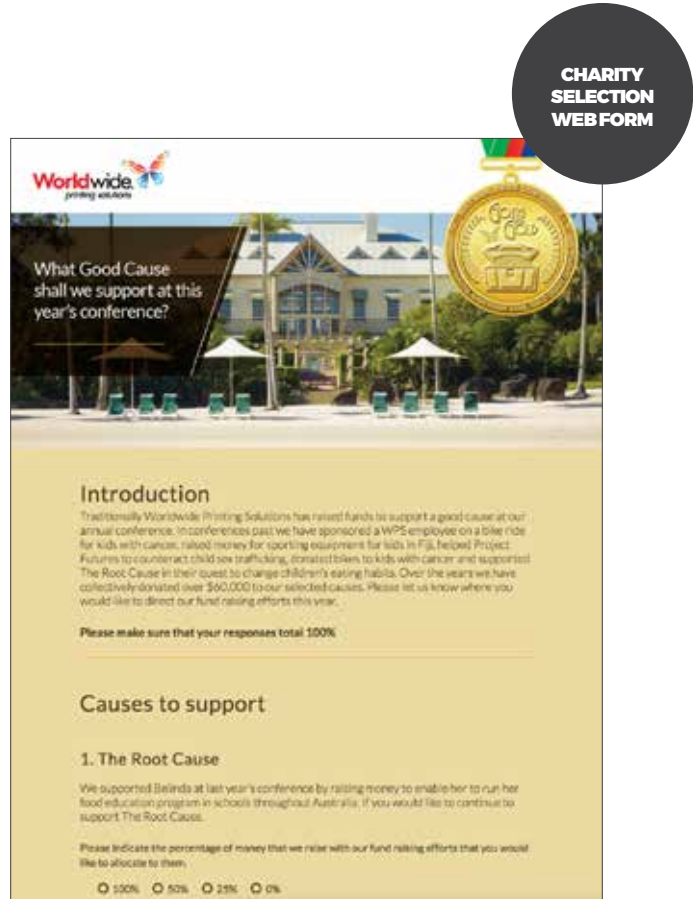
Start the Survey >

September  
14th - 17th, 2017

Building Wealth, Community & Relationships

Jan Timms 0414 314 276  
conference@worldwide.com.au

**CHARITY  
EDM**



**Worldwide**  
printing solutions

**What Good Cause shall we support at this year's conference?**

**Introduction**  
Traditionally Worldwide Printing Solutions has raised funds to support a good cause at our annual conference. In conferences past we have sponsored a WPS employee on a bike ride for kids with cancer, raised money for sporting equipment for kids in Fiji, helped Project Futures to counteract child sex trafficking, donated bikes to kids with cancer and supported The Root Cause in their quest to change children's eating habits. Over the years we have collectively donated over \$60,000 to our selected causes. Please let us know where you would like to direct our fund raising efforts this year.

Please make sure that your responses total 100%

**Causes to support**

**1. The Root Cause**  
We supported Belinda at last year's conference by raising money to enable her to run her food education program in schools throughout Australia. If you would like to continue to support The Root Cause.

Please indicate the percentage of money that we raise with our fund raising efforts that you would like to allocate to them.

100%  50%  25%  0%

**CHARITY  
SELECTION  
WEB FORM**

**PERSONALISED  
NAME**

**PERSONALISED  
URL**

## RAFFLE TICKETS

RAFFLE  
EDM



**Worldwide**  
printing solutions

### Raffle Fund Raiser

**Win an Upgrade to the Fabulous Manor Executive Suite**

Buy a raffle ticket to win the opportunity to upgrade your room to the fabulous Manor Executive Suite and help kick off our 2017 Conference Fund Raising efforts.

**You spoke and we listened**

Voting for our Conference fund raising causes closed last week and 100% of voters wanted a percentage of the fundraising to go to our very own special Glen Lazenby who suffered a serious stroke earlier this year and will need care and support for his rehabilitation. 73% of those voters allocated an amount of 50% or higher to Glen. The Root Cause and Hear and Say were tied equal 2nd so we will donate 25% of the funds raised to each of those causes and 50% to Glen.

**About the Manor Suite**

The manor suite features a four-poster king sized bed, lounge with fireplace, kitchen and dining room, spa bath and sauna and a fabulous outside terrace. The furnishings are exquisite and you will feel like royalty for the weekend.

[Take a look via this virtual tour](#)

Everyone that purchases a raffle ticket will be invited to drinks and nibbles from 6:00pm to 7:00pm on Friday 15th September at the Manor Suite so you can all enjoy the opulence for a short time but only one lucky winner will get to use this fabulous suite for all four nights of the conference.

**Raffle tickets are \$50 each, or 3 for \$120**

Our goal is to raise a minimum of \$5,000 for our selected fund raising causes so dig deep for the opportunity to win this fabulous prize.

[Purchase Raffle Tickets >](#)

All the best

Jan Timms  
Conference Organiser

September  
14th - 17th, 2017

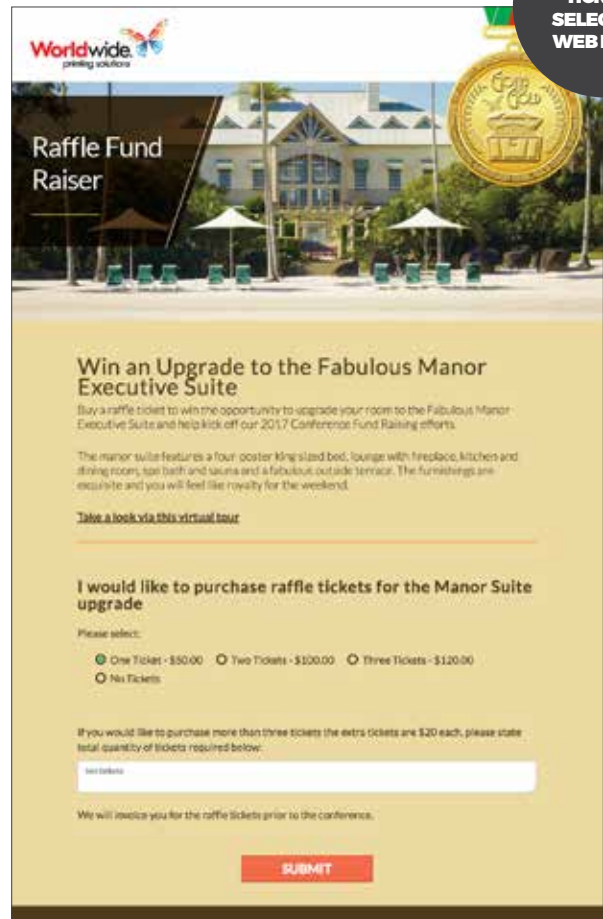
CREATIVELY  
DIFFERENT

**Worldwide**  
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Jan Timms 0414 314 276  
conference@worldwide.com.au

Building Wealth, Community & Relationships

RAFFLE  
TICKETS  
SELECTION  
WEB FORM



**Worldwide**  
printing solutions

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[Take a look via this virtual tour](#)

**I would like to purchase raffle tickets for the Manor Suite upgrade**

Please select:

One Ticket - \$50.00  Two Tickets - \$100.00  Three Tickets - \$120.00  
 No Tickets

If you would like to purchase more than three tickets the extra tickets are \$20 each, please state total quantity of tickets required below:

We will invoice you for the raffle tickets prior to the conference.

[SUBMIT](#)

## LEISURE ACTIVITY SELECTION



**Worldwide**  
printing solutions

Select your leisure activity

Dear Tom,

As promised we have factored in some leisure time at the National Conference where you can opt to chill out and relax, explore the Marina Village, shop, indulge in a day spa treatment or relax by the pool or lagoon. We have also organised some activities as optional extras for anyone interested.

**9 holes of Golf at Sanctuary Cove Golf and Country Club**  
Price: \$80 per person

Price includes shared electric cart. Hire of golf clubs for \$30. Dress code applies and must wear golf shoes or covered spots shoes.

**Stand up paddle boarding on the lagoon**  
Price: \$55 per person

Suitable for beginners, this will be a rotating event using up to 8 boards and have the participants take turns. It will also include some fun activities such as relay races and 2 on a board etc.

**Day Spa Treatment – cost varies depending on treatment**

Select from a range of options including massage, facials and treatments as well as hair and beauty services. [Click here](#) for details and pricing.

**Shop or chill out in the Marina Village**

[Click here](#) to check out some of the options

**No leisure activity is required**

Select your leisure activity

We look forward to helping you achieve maximum enjoyment from our National Conference as well participating in informative sessions and attending formal social events.

If you have any questions about the Conference please email [conference@worldwide.com.au](mailto:conference@worldwide.com.au) or call Jan Timms on 0414 314 276.

We are looking forward to your participation in what will be a lively, fun and informative event.

All the best

Jan Timms  
Conference Organiser

LEISURE  
EDM

PERSONALISED  
NAME

LEISURE  
SELECTION  
WEB FORM



**Worldwide**  
printing solutions

Select your Leisure Activity

Friday Afternoon Leisure Activities

- 9 hole golf tournament - Cost \$80 per person (includes shared electric cart)
- Stand-up paddle boarding on the lagoon - Cost \$55 per person
- Day Spa treatment - cost varies depending on treatment (see below)
- Shop or chill out in the resort and Marina Village  No leisure activity is required

Selected Day Spa Treatment: [Click here for details and pricing.](#)


UPDATE

PERSONALISED  
URL



## DINING SELECTION

DINING  
EDM

### Sanctuary Cove Marina Village Dining Options

We have not organised a formal dining function on Friday evening to provide you with the opportunity to chill out and spend the evening with who you want, where you want.

We will host drinks from 6:00pm for about an hour at Sanctuary Cove Resort's royal suite, to give everyone the opportunity to experience the opulence of 'The Manor' and then you can make your way to one of the numerous restaurants and bars in the Marina Village, or you can dine in one of the resort restaurants.

**IMPORTANT** Sanctuary Cove is a popular dining destination so you **MUST** make a reservation in advance. If you would like us to make a reservation for you please indicate the number of people for the restaurant of your choice from the selection of venues we have picked out below:

**Black Angus Bar and Grill Restaurant**

This is one of the best steak houses I have ever been to and was voted Top 10 Steakhouse in Queensland. They have an extensive menu including certified Black Angus beef and fresh seafood and their sizzling hot rock meals are superb. My personal favourite is their signature pork ribs, it makes my mouth water to think of it. They have live entertainment on a Friday night so highly recommended for a special night out.

They have a two course special available for \$45 per person which include beer, a glass of wine or a soft drink; or select from their a la carte menu.

[View the menu](#)

**Dragon Cove Chinese Cuisine**

For a Chinese feast, you can't go past the Dragon Cove. Their menu is designed to be shared so everyone gets to taste a range of delectable authentic Chinese dishes, yum cha and dumplings. My personal favourite is the chef's specialty, Peking Duck, cooked fresh and carved at your table.



Banquet menus are available from \$40 per person; or select from their a la carte menu.

[View the menu](#)

**Georges Paragon Seafood Restaurant**

If you fancy experiencing the freshest, tastiest seafood on the Gold Coast, prepared with traditional Greek flavour and style, this is the choice for you. Share a seafood platter for the ultimate seafood experience or select from bugs, lobster, barbecued prawn or their catch of the day. Combine ship and shore with a delicious tender eye fillet or choose souvlaki if you fancy some traditional Greek fare.

DINING  
SELECTION  
WEB FORM

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Tom, make a reservation below:

Your name:


Number of people:  Arrival time:

Restaurant of your selection:


Dragon Cove Chinese Cuisine
  Georges Paragon Seafood Restaurant  
 The Hub House
  Cove Tavern

## CONFERENCE DETAILS COMMUNICATION

**PRE  
CONFERENCE  
EDM**



**Looking forward to seeing you at the Conference**



Dear Tom,

**We are looking forward to seeing you at the conference next week. We have a great agenda planned with lots of time for you to learn from each other and take in and understand the new vision for the future of Worldwide Printing Solutions.**

All your conference details, agenda and information are on your personal conference website. Please check and update or correct if you have not already done so. The deadline for informing the venue of any special dietary requirements is 8th September so please ensure that you have completed this detail on your website.

Your Personal Website >


**Here are some points to help with your conference planning:**

- A high-speed Internet connection is available for Conference guests, you can access this as follows:
  1. On your device turn your Wi-Fi settings on, you should see a DOCOMO page, if not open a web browser and then click connect for the first time.
  2. Select **CONFERENCE CODE** and enter **WORLDWIDE**
  3. Select **START INTERNET**
- You will need a mix of smart casual and formal clothes to cover the various events and make sure that you wear comfortable shoes and clothing on Saturday as we will have some outdoor team building activities.
- Dress to impress at the Sunday Evening Awards Dinner, formal/evening attire please.
- The weather in Sanctuary Cove is around 20°C to 25°C during the day, dropping down to about 12°C at night. We will be outdoors on Saturday evening for our Beach BBQ Party so bring a jacket as the temperature drops pretty rapidly once the sun goes down.
- The registration desk will be located in the hotel reception area and will be open from 12:00pm to 5:00pm on Thursday 14th September so please register when you arrive and collect your registration tag, conference bag and gifts.
- If you are arriving after 14th September you can register and collect your registration tag and conference bag from me in the conference room at the start of your first session.
- The welcome party on Thursday starts at 6:00pm and is located in Fountain Terrace.
- Friday dinks start from 6:00pm in The Manor Suite.


Here's to an inspiring, informative and memorable conference!

All the best

Jan Timms  
Conference Organiser



September  
14th - 17th 2017



Building Wealth, Community & Relationships

Jan Timms 0414 314 276  
conference@worldwide.com.au

**PERSONALISED  
NAME**

**LINK TO  
PERSONALISED  
WEBSITE**

## CONFERENCE ADMIN



**ADMIN  
PAGE**



**ADMIN LINKS  
PDF**

**ADMIN ACCESS TO  
ALL USER DATA WITH  
UPDATING CAPABILITY**

**COMPLETE ATTENDEE  
USER LIST WITH ADMIN  
URL LINKS**



**CONFERENCE PRINTED COLLATERAL**



**PERSONALISED CONFERENCE AGENDA**

**Tom's Conference Agenda**

**Thursday 14<sup>th</sup> September 2017**

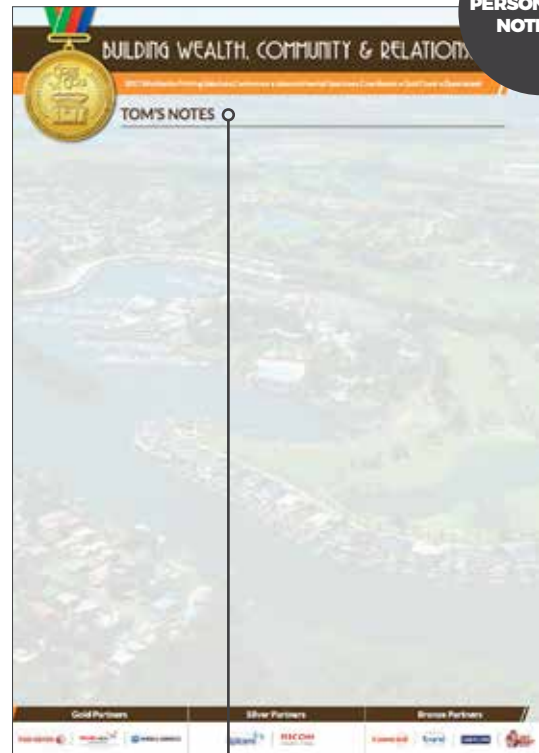
6:00 to 8:30pm Welcome Party  
Self-serve buffet and bar with finger food. Fountain Terrace

**Friday 15<sup>th</sup> September 2017 - Learning Workshop**  
Breakfast in Cafe. Canteen included in room rates.

|         |  |                       |
|---------|--|-----------------------|
| 8:00am  | Annual Tea and Coffee  | Ronney Terrace        |
| 8:30am  | Welcome  | Mike Symonds          |
| 8:45am  | Our Vision for the Future  | Rob Dalrymple         |
| 9:15am  | Tea and coffee   | David Pigg            |
| 9:30am  | Diversify the Business for Sustainability and Value  | Case Study Panel      |
| 10:30am | Morning Tea  | Ronney Terrace        |
| 10:50am | The Future of Digital Marketing 'Taking What We Can Get' (Digital Age, Breakthrough, Testimonial)                        | Gabriel Mich - Ronney |
| 11:20am | Can You Break and Act Differently to Fuel Your Potential?  | Mike Symonds          |
| 12:30pm | Wrap Up - Next, What's Next?   | Mike Symonds          |
| 12:45pm | Afternoon at Leisure - Optional Activities (at Your Own Time)  |                       |
| 6:00pm  | Dinner and Nibbles   | The Water Suite       |
| 7:00pm  | Evening at Leisure - Select from numerous restaurants and bars in the Marina, or dine in one of the resort's restaurants | Golf                  |

**Saturday 16<sup>th</sup> September 2017 - Conference Sessions**  
Breakfast in Cafe. Canteen included in room rates.  
Wear comfortable shoes and clothing as we will be doing some team building in the afternoon. Sponsors/partners will not be attending the round table discussion sessions.

|         |  |                |
|---------|--|----------------|
| 8:00am  | Annual Tea and Coffee                          | Ronney Terrace |
| 8:30am  | Welcome  | Mike Symonds   |
| 8:45am  | Round Table Discussion Round 1                 | Mike Symonds   |
| 10:15am | Morning Tea and Supplier Showcase 'Big Reveal' | Loxton Hall    |
| 10:45am | Round Table Discussion Round 2                 | Mike Symonds   |



**PERSONALISED NOTEPAD**

**BUILDING WEALTH, COMMUNITY & RELATIONSHIPS**

**TOM'S NOTES**

Gold Partners: [Logos]

Silver Partners: [Logos]

Bronze Partners: [Logos]

**PERSONALISED SESSIONS/ACTIVITIES**

**PERSONALISED NAME**

**PERSONALISED NAME**

**DELEGATE LANYARDS CONTAIN ALL THEIR RELEVANT INFORMATION FOR THE CONFERENCE INCLUDING A LINK TO THEIR PERSONAL WEBSITE**



**PERSONALISED LANYARD**

**The Betty Cuthbert Sprinters**

**Tom Jenner**  
Full Conference Delegate  
Worldwide

Wear your conference badge at: <http://www.getsmartservices.com.au/conference/2017/09/14-16>

Registration Number: Group B

Conference Badge Number: 3101

11 Conferences: Group A

**BUILDING WEALTH, COMMUNITY & RELATIONSHIPS**

