



AUSTRALIAN AUTOMOTIVE DEALER ASSOCIATION CONFERENCE 2024 - MCEC

AADA - Advocating for Franchised New Car Dealers in Australia

The Australian Automotive Dealer Association (AADA) is the premier industry body dedicated to representing franchised new car dealers across Australia. NEXTGEN was contracted by the AADA to successfully deliver the two day conference within the iconic halls of the Melbourne Convention & Exhibition Centre.

NEXTGEN was responsible for the following;

- Branded Stage Set
- Complete AV Event Production
- Front Entrance Feature
- LED Video Screens
- Cameras, Stages & Risers
- Autocue Teleprompter

NEXTGEN
TECHNICAL - CREATIVE - TRUSTED

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NEXTGEN delivered a complete turn key conference production service, managing every aspect of the event from start to finish. Our complete end-to-end solution included the following components:

— **LED Screens**

To accommodate the expansive seating arrangement, NEXTGEN engineered a sophisticated LED widescreen setup. This configuration facilitated the optimal display of critical elements, including PowerPoint presentations, live-to-screen broadcasts, and bespoke 3:1 ratio video content, ensuring seamless integration and enhanced audience engagement.

— **Audio Design**

To address the complex seating arrangements, NEXTGEN designed an advanced audio system to ensure comprehensive coverage for all attendees, regardless of their table positions. The system featured a Front-of-House (FOH) line array for broad sound dispersion, supplemented by stage infill speakers and wide-coverage support speakers.

— **Vision System**

NEXTGEN engineered a sophisticated vision system designed to dynamically position content across all screens for maximum visual impact. The setup included two 4K broadcast cameras, complemented by PTZ (pan-tilt-zoom) cameras for versatile coverage. Additionally, we provided a complete recording of the event for archival purposes and historical reference.

— **Teleprompter**

NEXTGEN deployed a skilled teleprompter technician to support the MC throughout the two-day event, ensuring seamless delivery of all content and maintaining a smooth, professional presentation.

— **Design Considerations**

Leveraging our expertise in event design, NEXTGEN crafted a professional stage set to enhance the two-day event. This design featured 3D elements, branded signage, and our proprietary Reframe set walls, all tailored to showcase striking client imagery and create a visually impactful experience.

NEXTGEN are passionate about delivering excellence and creating unforgettable moments. Our team of experts is eager to collaborate with you to elevate your event. Let's join forces to bring your vision to life and make your ideas a reality.

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