

Salesforce World Tour 2018

Sydney, Australia

Case Study



Salesforce Hosts a Silent Breakout Safari

Salesforce clients were invited to the Salesforce World Tour in March 2018 to explore the latest updates with the CRM technology. Held at the ICC in Sydney, the one-day event attracted over 2,000 delegates from across Australia.

Congress Rental's Silent Conference Systems were used to provide a new and interesting way to deliver the plenary to the conference delegates. A total of 6

silent theatres were established across two different floors around the exhibition space, each hosting a silent theatre of the plenary.

These silent theatres provided an overflow space for the delegates attending the plenary and it gave them a choice to come and go as they pleased.

Situated around the exhibition spaces, the silent theatres allowed the organisers to use the exhibition

space efficiently. The silent headsets enabled the delegates to listen to the plenary session whilst not being distracted by the background noise of the exhibition.



Congress Rental technicians set-up six different Silent Conference Systems across the exhibition. Each theatre area was rigorously tested for signal prior to the event to ensure that the event was seamless.

A total of 2,000 silent headphones were used across each of the silent theatres. Congress technicians cable-tied each of the receivers to the seats to ensure there were no equipment losses.



The event was a complete success, with each area operating perfectly throughout the conference. Congress Rental technicians had not expected each area to be full, but most areas were pushed to capacity at times.

Equipment:

6x Silent Conference Systems

2,000x Silent Headsets

Systems Integrator:

Congress Rental

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End User:

Salesforce

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