
Best Case Scenario's Support for SugarCRM at Australian Manufacturing Week

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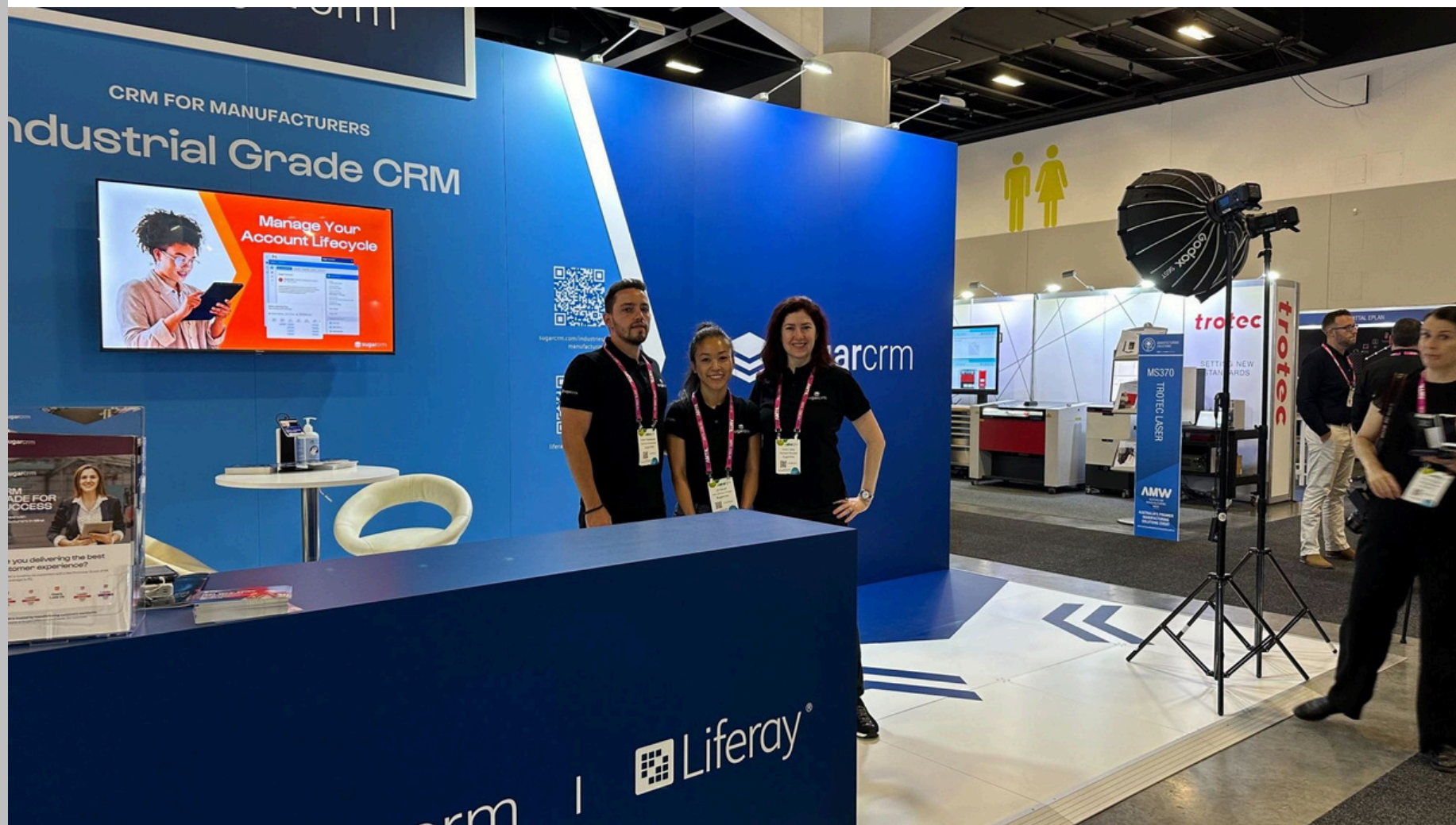


AUSTRALIAN
MANUFACTURING
WEEK

Australian Manufacturing Week (AMW) 2024, was held from April 17-19 at the International Convention Centre in Sydney, featured **271 exhibitors** showcasing innovations across various manufacturing sectors. The event attracted **7,732 attendees**, including industry professionals and delegates. Their speaker program that was attended by approximately **1,400 delegates**.

As the manufacturing sector undergoes rapid transformation, the integration of ERP systems and CRM platforms is key to unlocking new opportunities and improving automation strategies. This shift is driving the industry forward, enabling more efficient workflows and deeper customer engagement.

Best Case Scenario were proud to support SugarCRM as they bring cutting-edge solutions to the manufacturing sector, helping businesses stay ahead in this evolving landscape!



Overview

Best Case Scenario (BCS) worked with SugarCRM for their presence at Australian Manufacturing Week, providing comprehensive project management and sponsorship support to ensure a successful exhibition.

Key Areas of Support

Project Management:

BCS managed WIP documentation, meetings, and action lists, keeping the project on track and meeting sponsorship deliverable deadlines.

On-site Support:

BCS oversaw the event setup and breakdown, handling logistics, AV testing, merchandise unpacking, booth management, and courier arrangements.

Merchandise & Supplier Management:

Coordinated with suppliers, including Ucon booth builders, printers, photographers, and merchandise vendors, ensuring timely service delivery.

Sponsorship Support:

BCS managed booth build, AV, and other sponsorship deliverables, ensuring all deadlines were met through the exhibitor portal. A 'know before you go' briefing pack was also created.



SOME OF OUR CLIENTS



RESULTS

BCS's dedicated support allowed SugarCRM to successfully engage with attendees, delivering a seamless and impactful experience at Australian Manufacturing Week.



Successful Stand Engagement



Seamless Impactful Experience



Showcase CRM System in Action.

BCS TEAM



Luli Adeyemo,
Director



Stacey Hutchinson,
Event Director



Jen Murray,
Marketing Director



Sarah Taylor,
Marketing Director



Lenka Hulmes,
Creative Consultant



Jared Jacobson,
Video & Event Production



Therese Rivera,
Event Manager



Becky McVicar,
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CLIENTS



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