



Driving business

WHAT WE DID

More than 190 fleet drivers from across NSW wheeled their way to Sydney Showground for the annual NRMA Businesswise Industry Drive Day. The day saw fleet drivers get hands-on, testing out over 140 new model vehicles on a closed-road circuit, putting the latest 4x4's through their paces on a custom built off-road track, and experiencing the safety features of the cars on an indoor skid pan. Safety seminars, an exhibition featuring all major car manufacturers, and network and negotiation sessions over cocktails and canapés made up the rest of an action-packed day.

SPECIAL TOUCHES

Not many venues allow a client to dig up their precious turf - but the team at Sydney Showground prides itself on the great freedom that it allows clients, so tore up the Schmidt Arena to create a challenging 4 wheel drive course capable of showcasing the roaring power of the sophisticated SUV's.

CHALLENGES

NRMA BusinessWise had secured close to 140 new model cars to show, so the first challenge was coordinating their delivery to the venue. NRMA BusinessWise wanted fleet drivers to have a hands-on driving experience in a variety of different conditions – a closed-road circuit, an off-road track and an indoor skid pan. They also needed exhibition space, room for seminars and, with business deals being done later in the day, it was important that the catering for the networking and negotiation session was top notch.

OVERCOMING CHALLENGES

Sydney Showground's central location, with excellent transport links, and a state-of-the-art double-sided loading dock made delivering the cars an ease. Sydney Showground's roads are an extra venue all in themselves – so it was no problem to allow NRMA BusinessWise their exclusive use. The Schmidt Arena was the perfect venue for an off-road course, the Badgery Pavilion made ideal exhibition space, and one of the giant Exhibition Halls hosted the exhilarating skid pan. Inspired catering is a hallmark of Sydney Showground, so NRMA BusinessWise enjoyed fantastic cocktails and canapés later in the day.

CLIENT'S COMMENT

"From pre-event planning to on the day support, the team at Sydney Showground were able to deliver us flexible venue options that met our event needs. Sydney Showground is certainly a location that is able to accommodate any event requirement, from the simple, to in our case, the unique!"

Yvonne Christensen, Event Manager, NRMA Motoring & Services.

EVENT	Exhibition
EVENT CLASS	Trade Exhibition
INDUSTRY	Automotive
CLIENT	NRMA
DATE	18 May 2010
VENUE	The Badgery Pavilion, Exhibition Halls & Sydney Showground Roads