

Melbourne Advertising and Design Club (MADC)

The event

Melbourne Advertising and Design Club (MADC) runs an awards night annually, which is a sit-down gala event that showcases the best creative in the State.

The issue

How to streamline acceptance and collation of award entries, manage dinner bookings and registration plus the fulfilment of award certificates for presentation on the night.

The outcome

EventOFFICE tailored its existing module to produce an entry system for MADC awards.

The system allowed the entries to be submitted online across numerous categories, sometimes in multiple sessions if required, as well as pay and generate a full account summary and tax invoice. This information was then accessed by MADC and all entries collated for the judging process.

More than 1200 entries from 300 different companies were received.

In addition it was used to drive the awards night production, produce the awards certificates and lay out the awards book pre-press.

The Banquet Manager facility then provided the management system for the actual awards night with more than 800 people, including ticket distribution, generation of the guest list, name tags and menu options.

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