

CASE STUDY

Collegial, inspirational, professional.
Stunning scenery, food and wine.



THE NELSON SUMMIT
WHAT NELSON DID FOR
THE INAUGURAL IMEDIA
BRAND SUMMIT NZ



iMEDIA BRAND SUMMIT NZ 2015

at a glance

More than 50 leading New Zealand brand marketers were invited and hosted by 49 international sponsors from some of the world's top brands. They engaged in formal and informal networking sessions, heard keynote presentations, and learned about the latest and smartest in international marketing technologies and digital strategies. Social networking highlights included a 'Taste of Nelson' degustation dinner and the Mahana Wine and Art Experience, at Mahana Estate.



Date:	June 29 to July 1, 2015
Destination:	Nelson, New Zealand
Conference Venue:	Rutherford Hotel Nelson, a Heritage Hotel
Accommodation:	Rutherford Hotel Nelson, a Heritage Hotel
Delegates:	One hundred from around New Zealand and international, including more than 50 invited delegates and 49 leading global brand sponsors.
Sector:	Digital brand marketing
Off-site visit:	Mahana Wine and Art Experience, Mahana Estate
Event management:	DMG Events

About iMedia

iMedia Brand Summits provide an intimate environment for senior brand marketers to meet, share and benchmark their strategies against leading global brands, and to learn about the latest international marketing technologies and digital strategies. In 2014, iMedia was named by Forbes as the number one 'must attend' international marketing conference for brand leaders. New Zealand's reputation for business innovation attracted iMedia to hold the first ever New Zealand iMedia Brand Summit, in Nelson in June/July.

Why Nelson?

Nelson has excellent connectivity, with several daily flights from New Zealand gateway airports Auckland, Wellington and Christchurch. The Rutherford's investment in building a new state-of-the-art conference facility and the region's reputation for quality food and wine, making this a relaxing destination away from big city distractions, were also factors.

"We really liked the proximity to Auckland (a 75 minute flight), also the fact there is so much to enjoy in Nelson in terms of food, wine and activities. The iMedia Summit is designed to create a collegial environment, half the time spent at this event is networking, so it's very important to have a setting that is relaxing and has minimal distraction. Nelson ticked all those boxes and, in the event, met all our expectations."

Jan Barthelemy, DMG Events

Down to business

The Summit programme encompassed plenary sessions with international and local keynote speakers, interactive breakfast round table sessions, Business Connect meetings (a series of ten minute 'speed meetings'), breakout sessions and networking lunches.

Catering highlights

A sponsored lunch featured local seafood and interactive cooking displays by chefs from Rutherford Hotel's signature Japanese restaurant, Miyazu. The Taste of Nelson degustation dinner, a celebration of regional food including Tasman Bay scallops, wild boar and export quality lamb, matched with local wines, was an absolute wow factor, created by the hotel's executive chef, Alistair Forster.

"Before the summit our family went walking in Abel Tasman National Park, surrounded by water and bush. It was remarkable. We also ventured out to local restaurants, Hopgoods and Fords; they were both amazingly good."

Simon Smith-Wright, Electronic Arts, Sydney

Offsite activity

Delegates were hosted for an afternoon 'Mahana Wine and Art Experience' at Mahana Estate. "Let's make beauty where it didn't exist before," was the Mahana theme addressed by owner, art collector and philanthropist, Glenn Schaeffer. Highlights included a private tour guided by Schaeffer through his outstanding contemporary art collection, a tutored wine tasting of Mahana's award-winning wines, a tour of the gravity-fed winery, and a networking opportunity with wine (of course) and canapes created by Mahana chef Jason Innes, as the sun set over Tasman Bay. Inspirational.

"The Mahana Wine and Art Experience was world class, in terms of service, experience, the art and the gallery."

Angela Buglass, Trilogy International

NELSON, THE DETAILS

Nelson city has excellent business events facilities, for anything from intimate, boutique meetings to large conferences. There are several daily flights from all major New Zealand airports to Nelson, and Nelson Airport is located an easy 10 minute drive from town. As well as ticking the essential boxes, the region is known for its natural produce; seafood, horticulture and wine. Three national parks, Tasman's Great Taste Trail cycle trail, inspiring art trails, and quality cuisine, wineries and craft beer breweries offer huge opportunity for off-site, partner and pre and post activities.

