



CASE STUDY

# A PANDEMIC EVENT RECOVERY LIKE NO OTHER

Collaboration was key to deliver the 2021 Perth Home Show



Perhaps no industry has borne the brunt of the pandemic harder than the events industry.

This is a great example of industry partners, Perth Convention Exhibition Centre (PCEC), Business Events Perth (BEP) and Exhibitions & Events Australia (EEA) binding together in the face of adversity. Despite the uncertainty that comes with producing an event during a pandemic, they decided to strive ahead, collaborate, and produce this major event, keeping both the brand and the events industry alive.

**EVENT**

Perth Home Show 2021



**DATE**

26 - 28 March 2021



**CLIENT**

Exhibitions & Events Australia



**VENUE**

Perth Convention & Exhibition Centre



**PAX**

10,797







## THE BACKGROUND

There is a real risk in the business events sphere that going too long without an event makes it harder to build back the brand awareness you lost.

With that in mind, EEA wanted to do everything in its power to run the Perth Home Show in March 2021. They had the experience – EEA is Australia’s largest home show organiser, having run events in Brisbane, Perth, Sydney and Melbourne for over 10 years – but had to manage COVID-19 as a disrupting force in 2020. PCEC assisted EEA in navigating some key public health obstacles to deliver a safe and successful event as planned.



***We found PCEC to be very responsive. They worked very much collaboratively with us and delivered an operationally smooth event - and no COVID challenges thanks to all that space!***

- Jane Ford, Managing Director at Exhibitions & Events Australia

## THE CHALLENGES

**The biggest challenge for EEA was to re-instil confidence in their exhibitors.**

As is well known across Australia by now, the first thing to go during a new COVID outbreak is a mass gathering. It’s also the last thing to open back up again. Given this, exhibitors (and especially interstate exhibitors) understandably lose confidence in the event. On top of that, many past exhibitors were facing cash flow issues from lockdowns or had closed their doors for good. To combat this challenge, PCEC and BEP worked extensively to build a safe, reassuring event space for exhibitors. COVID-19 of course posed a few challenges to the event planning and management - but it was nothing PCEC couldn’t handle.

Firstly, there was the challenge of scanning in and out of event spaces to comply with contact tracing requirements. Having each guest scan in and out was going to lead to some congestion issues - and we wanted to avoid these to comply with social distancing requirements. As such, we worked with EEA to implement extra traffic flow management controls to ease foot traffic congestion safely.



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## THE CHALLENGES *(cont.)*

Overall, everything in the 2021 Perth Home Show had to be operationally tighter - queuing management and crowd control needed to be scaled up and onsite labour to manage scanning and security had to be scaled up, too.

Aisles had to be widened to facilitate social distancing measures, sanitation stations had to be erected wherever practicable and all events spaces had to be thoroughly cleaned and sanitised as often as possible.

Many of these measures were not mandated by law, but were implemented to maximise public health and safety on behalf of EEA and PCEC. With these measures in place, the two businesses worked collaboratively to build a model COVID-safe event.

Once the event opened on the 26th of March, that work paid off - PCEC saw a whopping 23,000 attendees come through the doors over the course of the event. Clearly, there was no shortage of visitors wanting to get back out there and support the events industry - which was incredibly encouraging to see.



*We always hold the Home Show at PCEC - and we wouldn't hold our events at any other venue. It is the premier venue in WA.*

- Jane Ford, Managing Director at Exhibitions & Events Australia



## THE RESULTS



**PCEC is pleased to report the Perth Home Show ran perfectly.**

By planning thoroughly, facilitating strong communicative measures between the two teams and following the COVID events plan developed in conjunction with EEA and the WA Government, PCEC was able to help develop and deliver a spectacular business event for Western Australia.

PCEC is thrilled to have facilitated a strong return to a pre-COVID events industry in WA, and thanks both BEP and EEA for their hard work bringing the Perth Home Show to life once more.

