



# PROFILE

## ABOUT SCENOVIA PTY LTD

MEMBER AND WEB  
DEVELOPMENT PARTNER



CORPORATE MEMBER

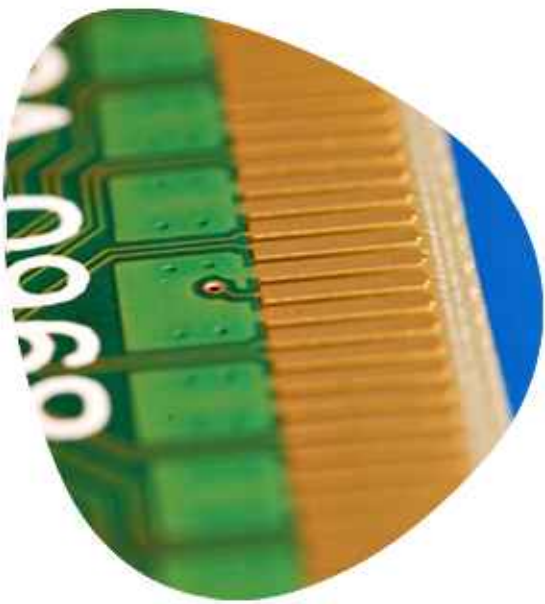


SCENOVIA IS SPECIALIST E-SOLUTIONS GROUP, OFFERING THE STRATEGY AND DEVELOPMENT FOR ALL SCREEN-BASED AND PRINT MEDIA TO CLIENTS AUSTRALIA WIDE. WE ARE EXPERTS IN BUILDING AND MANAGING INTERNET APPLICATIONS AND GRAPHIC DESIGN FOR THE MEETINGS AND EVENTS INDUSTRY.

Partnering with Scenovia means clients have a far-reaching relationship that encompasses multi-disciplinary core competencies. This partnership assures clients of integrated processes, methodologies and consistent quality in their business initiatives. This allows for cohesive client team development at local levels, further enhancing client/partner uniform standards.

We are member and web development partner of Meeting and Events Australia (industry peak body of meetings and events professionals), Corporate Supporter of the Australian Society of Association Executives (AUSAE) and Corporate Member of Melbourne Convention and Exhibition Bureau (MCVB).





## PRODUCTS & SERVICES

### Web Design and Development

Innovative, functional and user-friendly website design coupled with cutting-edge, back-end programming developed and customised by our full-time designers.

#### How it will benefit your business

Our websites are more than just fancy designs. It will complement your marketing activities and campaigns. It will position and strengthen your brand. It will track real-time client usage. It will assist your customers/clients to buy and respond. It will facilitate updated news about your company. It will introduce new products and services. It will globally open up your business. Every agency talks about how they can develop a website. At Scenovia, we'll show you what a website can do for your business.

### Brand Development and Graphic Design

Developing a unique, clean, clear, and uncluttered that helps your to visually get the message across.

#### How it will benefit your business

With a strong drive toward creative solutions, we partner with you in understanding your business needs and create intelligent interactive user/viewer experiences that produce lasting results. These help you to market and promote your business, in line with your branding principles, with a strong call for action - prompting people to stand up and take notice.

### Applications Development

Custom solutions to complex digital problems that are implemented to change the way you operate your business. Our core business is about finding solutions to complex problems. We do it all the time.

#### How it will benefit your business

We provide an innovate suite of internet based applications and tools for managing and presenting information to any solution. Our existing line of products include online marketing systems, online submission of papers and proceedings, e-surveys, and groupware.







## PRODUCTS & SERVICES

### Retainer Based IT Services

A cost-effective alternative to hiring and managing additional part-time or full-time IT personnel.

#### How it will benefit your business

Systems will run smoother, your website will always be up, your online network will be maintained, new business solutions will be developed, problems will be taken care of as they arise, and you don't have to spend time and resources on finding the best and reliable IT partner.

### Enterprise Hosting and Domain Registration Solutions

World class domain name registration and hosting services that has been proven for many years with various mission critical accounts and many satisfied customers.

#### How it will benefit your business

Your website will always be ready to do business twenty-four hours a day. Usage activities are tracked real-time. Downtime, security concerns, network redundancy, disaster recovery, and all other network and hosting worries are taken care of by our solution engineers.

A custom designed email marketing campaign, tracked and managed, programmed to get your message across to thousands to recipients at a single click.

### Online Marketing Systems

#### How it will benefit your business

Inform. Launch new products and services, drive people to your website, send out online surveys, announce new developments, strengthen your brand, get your message across, increase sales and leads, and run more effective, more targeted, better managed campaigns than you ever could with other marketing mediums.





## PRODUCTS & SERVICES

### Online Abstract Management Solutions

A web based application designed to centralise the process of collecting, distributing, reviewing and managing abstracts, papers and presentations for conferences, meetings and other special events.

#### How it will benefit your business

Automate the process of document and data collection and review - anywhere, anytime. Our online abstract management solution helps your conference run efficiently and significantly reduces the time and costs in managing the logistical needs of sorting, collecting and review abstracts and papers -- thereby giving you time to focus on your core business.

### Online Surveys

Create customize and deploy online surveys, distribute the survey to contacts and view all survey results in real-time.

#### How it will change your business

Major Australian associations already engaged Scenovia to run customer and delegate satisfaction surveys, test campaigns, sample new product/service features, measure employee satisfaction, and encourage regular customer feedbacks.





## APPROACH & EXPERTISE

At Scenovia Pty Ltd, we focus on transforming clients' businesses by providing a solution that integrates several key factors:

### Integrated Team Approach.

Our approach provides projects with multidisciplinary teams that have worked together on an array of prior projects. With a common understanding of roles and strengths based on prior experiences, enabling a highly integrated process for more efficient delivery of business solutions backed by robust technical implementation. The team ownership of a project guarantees a consistent vision for the duration of the engagement.

### Partnership Approach.

Our engagements with clients are based upon enduring relationships that are underpinned by strong and consistent communication model that facilitates a proactive approach. Communication models will vary according to the nature of the project and client needs.

### Creative Approach.

Scenovia has a consistent legacy of outstanding design success. This success has been based upon meeting user and client requirements and our successful track record of taking an existing brand and effectively transforming it for the online medium.





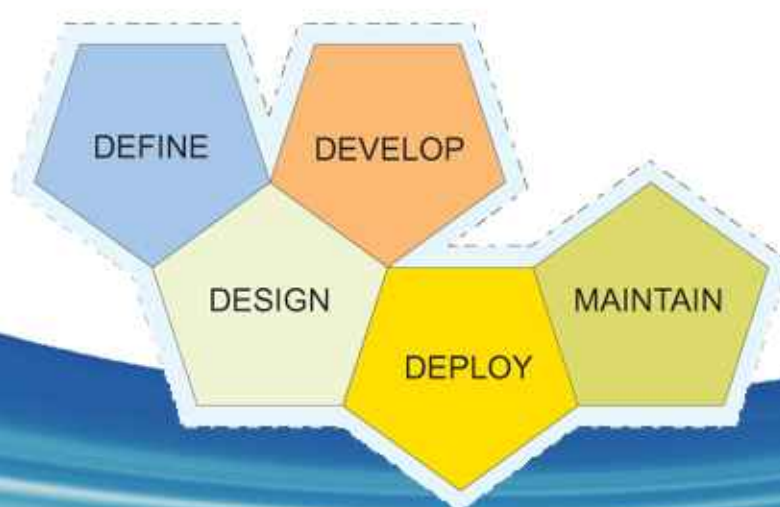
## METHODOLOGY

In understanding that each organisation and client has different requirements, the flexibility that can be applied to our methodology provides our clients with a tailored approach based upon their specific needs. With this in mind we have provided an understanding of the methodology that we would take in meeting your requirements.

Goals and conceptual solutions are formulated at a strategic level. All of this is carried out from the perspective of the user and his/her needs. This requires a comprehensive understanding of behavioral sciences, communication and of the unique possibilities offered within the field of digital communication. Scenovia takes responsibility for implementing these solutions.

Scenovia's philosophy is based upon the principal that the best solution is always achieved through direct cooperation and interaction of the required fields of competence.

It is the integration of these areas of competence and expertise that makes us outstanding in the field of digital communication.







## CLIENTS & CASE STUDIES





# CLIENTS & STRATEGIC PARTNERS



Australia Philippines Business Council  
 Australian Physiotherapy Association  
 Australian Maritime Safety Authority  
 Australian Womens Health Network  
 Australian Institute of Family Studies  
 Concrete Institute of Australia  
 Dairy Australia  
 Engineers Australia  
 Geoscience Australia  
 IDP Education Australia  
 Macquarie Bank  
 Meetings and Events Australia  
 Merri Outreach and Support Services  
 Monash University  
 Museums Australia  
 Meat and Livestock Australia  
 National Institute of Clinical Studies  
 National Institute of Accountants  
 Organisation of Early Childhood Education (OMEPE)  
 Organisation of International Women in Trade  
 Physiotherapy Business Australia  
 Planning Institute of Australia  
 Royal Australian College of Psychiatrist  
 Royal Australian College of Physicians  
 Swinburne University of Technology  
 Tennis Australia  
 The Cancer Council  
 The Delphi Centre  
 The University of Melbourne  
 The Meeting Planners  
 Vicroads/Saferoads





## CASE STUDIES

### THE MEETING PLANNERS PTY LTD

#### About The Meeting Planners

The Meeting Planners is one of Australia's leading providers of Professional Conference Management services. A company with 15 years experience Australia wide, The Meeting Planners have developed a reputation for providing an array of quality services to meet any client requirements.

#### Solutions Overview

Scenovia have been developing customised websites for major international and local conferences managed by The Meeting Planners since 2001. Majority of the sites carries functionality and consistency with conference offline visual identity from print materials to the web, providing the users with a set of updated information leading to the conference such as program and speakers, accommodation and travel information, useful links and conference papers and proceedings.

Amongst the many features of our online solutions customised for each conference includes Domain Registration and Hosting, Abstract submission systems, online registration and other systems designed to make life easier for delegates, partners and sponsors to interact with each other.

[www.meetingplanners.com.au](http://www.meetingplanners.com.au)

#### CONTACT REFERENCE:

Colleen Wenn  
Managing Director  
91-77 Islington Street  
Collingwood, VIC 3066  
Tel: +613 9417 0888







## CASE STUDIES

### MEETINGS & EVENTS AUSTRALIA

#### About Meetings and Events Australia (MEA)

MEA is a national, independent not for profit organization dedicated to fostering professionalism and excellence in all aspects of meetings management. It also promotes the value and effectiveness of meetings as an important high-yield sector of business travel and tourism. MEA offers Professional Development programmes, accreditation, disseminates information, provides a forum for its members to discuss current issues, and represents the industry to government.

#### The Challenge

The MEA website is the main vehicle of the association to reach out and deliver services to its 1800 members Australia wide. Paramount to the website's success was the accessibility of the site to all members and the ease for users to search and track and participates in ongoing professional development and accreditation milestones as provided by MEA.

Scenovia was approached by Meetings and Events Australia (MEA) to redevelop it's already ageing website. The objective was to rejuvenate and reengineer a new website that would align with the new brand for the industry and act as the primary vehicle for the association to deliver online services to members and key stakeholders.

#### The Solution

Scenovia developed a website that focused on strong online branding, ease of use and no-nonsense functionality. It emphasized on the usability that carries MEA's new visual identity to the web, while equipping MEA staff all over Australia with a set of useful functionality to update state based and national news, accept membership applications and manage memberships and employment opportunities database online.

The site is fully updateable via the administrator's interface provided, and also serves as a marketing lead generation tool for MEA.





## CASE STUDIES

### MEETINGS & EVENTS AUSTRALIA

#### The Results

The rebranded MEA and the new website was launched at the 14th Asia Pacific Incentive Meetings and Exhibitions Expo (AIME) to the media and the public. The wide approval popularity of the website is a testament to Scenovia's deep knowledge of the industry and expertise in design, web development and integration.

#### MEA and Microsites

[www.meetingsevents.com.au](http://www.meetingsevents.com.au)

[www.meetingsevents.com.au/cfe](http://www.meetingsevents.com.au/cfe)

[www.meetingsevents.com.au/perth](http://www.meetingsevents.com.au/perth)

[www.meetingsevents.com.au/matrix](http://www.meetingsevents.com.au/matrix)

[www.meetingsevents.com.au/awards](http://www.meetingsevents.com.au/awards)

#### CONTACT REFERENCE:

Fiona Kelly

Manager, Professional Development

Suite 6, 9/17 Young Street

Neutral Bay NSW 2089 Australia

Tel: +61 2 9904 9922

Fax: +61 2 9904 9933

Email: [mea@mea.org.au](mailto:mea@mea.org.au)

*With over 15,000 visits per month received on the former site, the new, easier to navigate site will surely be even more successful in selling the services of MEA members, and facilitating one of the industry's most useful job markets,"*

*Jenny Lambert, CEO, Meetings & Events Australia*







## MEETINGS & EVENTS INDUSTRY PORTFOLIO

### 2010 Event/Conferences

International Congress on Internal Medicine (ICIM 2010)

### 2008 Event/Conferences

13th International Conference on Medical Education - 2008

Organisation for Human Brain Mapping (OHBM)

### 2007 Event/Conferences

Spillcon - 11th International Oil Spill Conference

Apimondia - International Beekeeping Congress 2007

World Psychiatric Association Congress

Connect 2007: International Conference on Design Education

### 2006 Event/Conferences

Melbourne 50 Years On: Exhibition

Ready to Run Sale and Exhibition 2006

Skilled Trade Expo 2006

National Lamb Convention

Using Evidence: Using Guidelines - NICS Symposium

Commercialisation Expo 2006

National Lamb Convention

41st Congress of The Royal Australian New Zealand College of Psychiatrist

Australasian Sexual Health Conference

Australian Physiotherapy Association National Congress

8th Conference of the Society for Tennis Medicine and Science

2006 World Meat Congress

XI World Congress For The Surgery Of Obesity

International Society for the Study of Behavioural Development Congress

Australian Earth Sciences Convention





## MEETINGS & EVENTS INDUSTRY PORTFOLIO

### 2005 Event/ Conferences

National Institute of Accountants Business Beyond Borders Conference  
 Joint National Neurology and Gerontology Group of the APA Conference  
 International Private Practitioners Association Congress  
 Musculoskeletal Physiotherapy Australia Conference  
 6th Pediatric Physiotherapy Australia Conference  
 Concrete Institute of Australia 22nd Biennial Conference  
 Planning Institute of Australia National Congress  
 World Wind Energy Conference and Exhibition  
 Museums Australia National Conference  
 18th MEA - Meetings & Events Industry Conference  
 Healing Chronic Traumatization International Conference  
 Australian Institute of Family Studies Conference  
 Congress of the International Confederation of Midwives  
 International Conference on Engineering Design  
 5th Australian Women's Health Conference  
 Rotary District 9800 Conference

### 2004 Event/Conferences

Meetings & Events Industry Awards  
 International Dairy Federation - World Dairy Summit  
 Macquarie Bank Wrap Solutions' PD Days  
 Spillcon - 10th International Oil Spill Conference  
 Saferoads - Victorian Government Local Road Safety Conference  
 17th Annual Meetings & Events Industry Conference  
 Complex Trauma National Conference  
 World Congress of Early Childhood Education  
 Asian Conference on Irrigation and Drainage  
 National Heart Failure Forum 2004  
 Museums Australia National Conference  
 Xcellerate to Xcellence - Association for Manufacturing Excellence  
 Conference on Entrepreneurship and Innovation 2004







## MEETINGS & EVENTS INDUSTRY PORTFOLIO

### 2003 Event/ Conferences

Crime Stoppers International Training  
International Conference on Trauma, Attachment and Dissociation  
2nd National Australian Tobacco Control Conference  
Evidence to Excellence in Emergency Care Conference  
Conference on Entrepreneurship and Innovation  
8th Australian Institute of Family Studies Conference  
World Congress of Disaster and Emergency Medicine  
Department of Human Services Victoria - Meeting Patient Needs Conference

### 2002 Event/Conferences

Australian Universities International Alumni Convention  
Spillcon - 9th International Oil Spill Conference  
Saferoads - Local Road Safety Conference  
OECD/VIC Gov Learning Cities and Regions Conference





Level 2, 4 Malton Crt, Altona

Victoria, AUSTRALIA 3018

FREECALL: 1800 020 371

Local (VIC) +61 3 9398 8579

Fax: +61 3 9398 8270

Email: [info@scenovia.com](mailto:info@scenovia.com)

Web: [www.scenovia.com](http://www.scenovia.com)