



Thinking ahead to the future

2-3 March 2020

Approx. 1150 delegates

45 exhibitors

15 seminars/workshops

Launching a brand-new event can be a daunting job but finding a venue that not only caters to future growth but also comes with a dedicated and supportive team made a world of difference for the organisers of TechFest 2020.

Described as a 'festival of technology and innovation', the inaugural TechFest was held at Claudelands in March 2020. While it was the first time TechFest had been held, event organisers already had some experience with Claudelands as a venue – having hosted a smaller scale exhibition and series of keynote speakers there as part of TechWeek Waikato 2019.

With plans for TechFest 2020 to feature an extensive programme including seminars and workshops, a STEM 'schools experience', mini-conference, networking event and exhibition, organisers were confident Claudelands could comfortably host this level of activity utilising its diverse range of flexible spaces. Not only that, but the scale of the venue meant organisers were satisfied it could continue to accommodate the annual event well into the future as it looked to grow its format and attendee numbers.

Claudelands' central location and free on-site parking, as well as the support of its dedicated event staff and catering and audio-visual partners were also important deciding factors when it came to selecting a venue.

“Hosting TechFest at Claudelands enabled us to have room to ‘breathe’ and grow. We weren’t sure when we set out planning the event what it would look like given it was a festival and so, as the programme developed, it was great to work with the H3 team to see how we could leverage Claudelands to make it all happen. We feel comfortable that going forward, based on interest and feedback from this year’s event, we will be able to deliver the same level of experience at the venue because of what is available.” - Jannat Maqbool, Event Director

C L A U D E L A N D S

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Hugely successful, TechFest 2020 saw over 1000 technology leaders, businesses, students and members of the wider community come together over two days to see, touch and experience innovative technology products and solutions. The festival attracted a predominately Waikato-based delegation with around 94% of attendees from within the region, while approximately 5% came from other regions of New Zealand and three delegates travelled from Australia to attend the event.

Achieving on its goal of celebrating the strength of region’s technology sector and supporting the building of networks and opportunities to further build on this, TechFest at Claudelands looks set to have a bright and promising future ahead.

“TechFest was a unique event for Te Waka and CultivateIT, with a large number of events inside TechFest and a variety of attendees...The Claudelands team were an essential part of our logistics and planning, and the support we received on the day was excellent. Our Claudelands event manager and duty managers were there to support us throughout the day – working with the Claudelands team is like an extension of our own event team, working together for the success of the event.”

- Amy Van Garderen, Marketing and Promotion

“Coordinating with Claudelands for hosting TechFest was not only professional but also supportive and fun. Being such a large event, we required a lot of flexibility. Hosting the festival at Claudelands supported our ideas and requirements throughout our journey, from scoping the space, planning the details of each section and most importantly having access to their amazing and supportive staff.

- Josephine Makuden, Event Coordinator



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