



ADVERTISING  
WEEK APAC

# ADVERTISING WEEK APAC

DEBUT OF ADVERTISING WEEK ASIA PACIFIC



For complete information  
on Luna Park Venues go to:  
[www.lunaparkvenues.com](http://www.lunaparkvenues.com)

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LUNA PARK  
**VENUES**





## Case study

# ADVERTISING WEEK APAC

Luna Park Venues, one of Sydney's premier function and entertainment precincts, was delighted to be selected to host the inaugural debut of Advertising Week Asia Pacific over four days in July-August 2018.

Advertising Week APAC joins a global network of events all held in iconic spaces in New York, Tokyo, Mexico City, and London.

This year was the 25<sup>th</sup> global edition of the conference, putting Sydney and Luna Park Venues on the international stage. The event highlighted the creative diversity of hosting an event inside a fun park, seeing the upmost attention to detail in everything from the culinary menu to the event activation, proving that the Park can be transformed into more than a function centre, no matter what the brief.

In a full park takeover, the renowned marketing event of the year saw 4,000+ attendees head to the iconic fun park and experience four days of industry knowledge through seminars, conferences and workshops. Luna Park provided the

perfect backdrop for the marketers to inspire creativity and out of the box ideas, all whilst overlooking the stunning Sydney Harbour and Harbour Bridge.

Advertising Week owned Luna Park exclusively, making full use of all venues within the precinct including the Crystal Ballroom for standing room only conferences, the Sunset Room for an exhibition of supplier booths and the Big Top for the event wrap party, with 500 guests networking with likeminded peers, in the multipurpose space.

Advertising Week Global CEO, Lord Matthew J. Scheckner, was thrilled with the running of this year's event: "Just an outstanding professional performance. No drama. Adults all around. Problems solved. Seamless execution. Promises kept.

Partners happy. All silky smooth. What more could one ask for?" Scheckner said.

Much to the delight of attendees, Advertising Week sponsors challenged the norm with their creative use of space including a container style activation with VR technology by Facebook in the park's piazza, an Instagram activation on the historic carousel ride and a Ferris Wheel high tea activation, hosted by Google.

All retail outlets across the Park were activated including food and merchandise stalls. The food offering included a tailor-made carnival inspired canapé menu made up of delicious hot appetizers, served by the celebrated culinary team inside The Deck.

Coffee carts were also strategically placed throughout the park and venues to ensure all attendees were caffeinated throughout the day.

Advertising Week sees industry professionals come together throughout the Asia Pacific region, for a week of powerful and inspiring conversations across the marketing, advertising, technology and creative spaces. The events cater to media, advertising and PR professionals.

Luna Park Venues deliver high-quality service, harbour-side views and a world-class culinary team, catering for multiple cuisines and dietary requirements.

## ABOUT LUNA PARK VENUES

Luna Park Venues is one of Sydney's premier function and entertainment precincts, offering 13 unique multipurpose waterfront venues and unrivalled vistas of the cityscape, capturing the iconic Harbour Bridge and Sydney Opera House. The versatile venue spaces at Luna Park can accommodate functions of varying sizes and scopes - from small, intimate cocktail gatherings of 30 people through to sit-down banquets of 1,300 guests, exhibition space of 10,000sqm, conference facilities for up to 2,000 guests and whole of Park events for 8,000.

Luna Park Venues' catering capabilities are second-to-none, with a first-class culinary team preparing exceptional dishes using high-quality local produce.

Over the years, Luna Park Venues is proud to have hosted esteemed client events including the Australian Restaurant & Catering Awards, NSW Business Chamber of Commerce, NSW Premier's Department and Advertising Week Asia Pacific. Accessible by ferry, train, bus and car with a multi-level onsite car park, Luna Park Venues is your central harbour-side venue.

🌟 For complete information on Luna Park Venues go to: [www.lunaparkvenues.com](http://www.lunaparkvenues.com)