



CONFERENZ and BRIGHTSTAR TRAINING combine under BRIGHTSTAR BRAND

From 1 November, New Zealand's leading conference and training company has combined all its operations under a renewed Brightstar brand.

However, the change is more than skin deep. Our new brand signals the start of a new chapter as we tighten our focus on our mission to assist organisations that put people at the centre of their success.

A period of deep reflection has shown how we **build capability** and **create connection** for an organisation's people, customers, markets, communities, and stakeholders. So, we're reorganising ourselves around three practice areas:

People and organisation development

- Culture, engagement, and leadership
- People and organisation development consulting
- Extensive training courses

Events

- Owner of 80+ of NZ's leading conferences and summits
- Applying our experience of running 3,000 events to world-class conference management services for clients
- Virtual and event technology

Markets and communities

- Bespoke customer events
- Direct access to addressable and surveyable markets
- Membership and association support

We will be proud to continue to play our part in supporting:

- Strong government & business connection, aligned to NZ's Sustainable Development Goals
- Resilient, capable organisations with purpose
- Prepared leadership and people

We look forward to working with you and delivering the excellent services and experience we are known for. In the meantime, you can learn more by visiting our new site www.brightstar.co.nz