



CHOGM 2011
PERTH, AUSTRALIA

Mr Chris Buckley
Managing Director
Touchpoint Meeting Services Pty Ltd
Suite 406, 250 Pitt Street
Sydney NSW 2000

The Commonwealth Heads of Government Meeting (CHOGM) 2011 in Perth saw the largest ever gathering of world leaders in Australia. An enormous effort was required to plan and deliver this significant event. The involvement of Touchpoint in providing the Event Management System (EMS) assisted in making CHOGM 2011 one of the most successful major events held in Australia.

Your company, Touchpoint provided us an excellent tailor made EMS solution that met our unique requirements. The EMS and associated online interfaces provided us a seamless system that was user friendly, reliable and accurate. The system development was done in a colligate environment, and resolution and solutions were delivered well within the required time frames.

Touchpoint's customer service was excellent. You maintained a round-the-clock helpdesk service for CHOGM 2011. Touchpoint was the first point of contact for accreditation and registration system queries via the phone and email for the designated accreditation officers for each delegation, all accredited members of the media, the Western Australia Police, the Department of Immigration and Citizenship, other critical meeting stakeholders, as well as the CHOGM Taskforce. Despite the high volume of traffic that was encountered, Touchpoint consistently delivered a high level of customer service to all stakeholders.

The decision to imbed Touchpoint within the Taskforce before and during the event was seen as a critical requirement for the delivery of the EMS. Part of Touchpoint's role was to support the CHOGM 2011 Taskforce in the deployment and use of the EMS, which held all of the accreditation and logistical information about visiting delegations and media. As part of this requirement, Touchpoint successfully trained a number of Taskforce functional groups including accommodation, transportation, liaison services, accreditation and hospitality to use the system. The successful delivery of this training guaranteed that the system ran smoothly and that the CHOGM 2011 Taskforce had the support that it needed to



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deliver a successful event outcome. Touchpoint met this requirement to a very high standard; the training was delivered in a professional manner by competent staff and within the required time frame.

As part of the accreditation process, Touchpoint was responsible for producing more than 13,000 photographic accreditation passes for CHOGM 2011 plus close to 1000 special purpose passes. The process of preparing the data, the individual photographs and the actual printing of the passes was carried out in a highly proficient manner which resulted in an above average product. The pass that was used had a RFID chip embedded, which added to the complexity of the printing process. Due to factors beyond Touchpoint's control the timeframe for the production of the passes was considerably shorter than initially planned. Again Touchpoint's staff rose to the occasion and met the deadlines.

Touchpoint's service and product delivery to CHOGM 2011 can only be classed as excellent. Thank you for your highly professional commitment and I wish you and your staff all the best for your future endeavours.

Yours sincerely,

Morris Gerrard
Director Security and Accreditation
CHOGM 2011 Taskforce

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