



Web based project collaboration service makes Rolex Sydney Hobart plain sailing

Challenges

To bring together a diverse team that needed to work across multiple Sydney locations and also Melbourne and Geneva to coordinate the PR campaign for the Rolex Sydney Hobart

To give all team members rapid access to the latest information and documentation relating to media events, media materials and key contacts wherever they were in the world.

To provide a collaboration solution that avoided the high cost of setting up servers and installing and supporting software that is associated with traditional IT systems.

Solution

Work Connect's project collaboration service gave the PR team a secure; shared resource that became the information hub for the project.

Key applications for the team were the shared document structure; the calendar; the contacts database and customised databases for media story management.

As a fully managed web based solution no technology installation was required and Delta Edge's quick start implementation process meant the site was operational within just a few hours.

Benefits

- Trouble-free access to shared data for a diverse and mobile team.
- Greater efficiency in the delivery of media relations and the management of event logistics;
- Major reduction in intra-team emails.
- A highly affordable service, which was easy to use and required no IT support.



In its sixty-year history, the Rolex Sydney Hobart has established itself as an Australian sporting and cultural icon.

The race is one of the key sporting events in the calendar of the Australian media. It attracts over 200 accredited journalists who generate thousands of newspaper reports and hours of TV news coverage

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in Australia and overseas.

Reporting on the build up to the race begins in earnest at the end of November each year, and reaches a crescendo once the gun fires over Sydney Harbour on Boxing Day, the traditional start day.

Coordination of the PR and associated events is managed by a joint team representing the interests of the Cruising Yacht Club of Australia (CYCA), which runs the race, and of the race sponsor Rolex. Ultimately the project requires collaboration between the CYCA, Rolex's two PR agencies, OMD Affinity in Australia and Key Partners in Europe; Rolex management in Melbourne and Geneva; and a number of specialist contractors.



Alistair Henderson who heads up OMD Affinity in Sydney explains, "There is a pressing need to create a shared resource through which we can manage all aspects of the project. It has to be robust, easy to use and secure."

Work Connect provides the ideal platform to enable a widely dispersed team to work together.

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"Work Connect appealed to us for many reasons," he said.

"It was ready to go. Being totally web based the site was up and running within a few hours of briefing Delta Edge, with no hardware or software to install we avoided all the hassles of a traditional IT solution. Their quick start implementation service included training one member of the Key Partners team in Geneva to administer the site, a very straight forward exercise that was done over the phone. Very quickly we were populating the central calendar and the contact databases and had a file structure ready for the wave of documents that were about to come at us from all corners."

"It is easy to use. Essentially the system has to 'sell itself' to the users. If it had been in any way difficult to use, it would have been side-stepped. Both PC and Mac users were quickly loading documents using the 'drag & drop' facility and adding database and calendar entries. The torrent of emails and attachments that normally goes with a project like this never came – Work Connect is suddenly handling all the pressure!

"It looks professional. So often internally built intranets have a distinctly DIY look-and-feel. Work Connect is robust. It looks the part, it predicts your needs and has some really nice features, which support the way a team works and communicates.

"It is very affordable. We could have justified the cost with just one of the many ways we put the system to work.

Once you add up all the benefits, the cost was a no-brainer."

In addition to using the standard tools available with Work Connect, OMD Affinity had Delta Edge configure a database specifically to track the generation and placement of stories. Again this was very quick as the databases in Work Connect do not require any programming, and the new system was up and running in around 24 hours.

"The Rolex Sydney Hobart is rich with great stories," explained Alistair. "They need to be researched, developed, approved and placed with media in a variety of ways.

"Using the database, any member of the team can input a story angle or idea and then track which media had been contacted and where the story was in development.

"It means that we are able to manage the flow of stories more effectively. We can generate a top-line of story ideas at any time and avoid doing something silly like giving away an exclusive which had been promised to another journalist."

"Even once the race is underway, and everyone has moved from the CYCA to the media centre in Hobart, I know Work Connect will continue to add value. This is where the simplicity of a web based service really kicks in, all we need are computers with internet access and we can connect right into our site, it really does not matter where you are working from."

It is great to see how quickly it has become the standard way to share and manage information among the team, even when we are working side-by-side! "There are so many benefits and new ways to work that you start to figure out when you have Work Connect at your finger tips.

"And finally because everything to do with the project is in one place, we will be able to archive the lot in less than 30 minutes.

"So we won't be reinventing any wheels (or should that be sails) for next year!"