



Tailored Events, Seamless Experiences

Industry Engagement Events

Industry engagement events by ICN Victoria

ICN Victoria's events give your business and projects the attention they deserve. We use our strong connections with local suppliers, government and industry to make sure your message gets in front of the right people, helping you get noticed and build real partnerships.

At ICN Victoria, we specialise in creating professional, impactful events – from strategy to execution. Our expert events team takes care of every detail so you can focus on engaging your stakeholders and growing your business.

Why should you choose ICN Victoria to deliver your next event?

End-to-end management

From concept to post-event follow up, we handle everything: logistics, marketing, speakers, and delivery.

Dedicated Industry Account Manager

Account management support to provide a centralised contact for ICN Victoria team members.

Expert advice

Our team brings years of experience and practical advice. We know all about local content, environmental and social goals, and buying policies—and we use that knowledge to help strengthen your supply chain.

Industry connections

We know the right people and bring them into the room—suppliers, government, and industry leaders.

Sectors

Our events deliver strong local, social and sustainable outcomes across Victoria, with extensive networks that span key sectors including renewable energy, mining, transport and rolling stock, construction, housing, advanced manufacturing, defence and medtech.



Now that the dust has settled after our two intensive weeks of conferences in Gippsland and Melbourne I just wanted to reach out to thank ICN Victoria on behalf of our Iberdrola Australia staff for organising the wonderful Supply Chain Breakfast event. From the early planning through to the actual event on the day, it felt we were in such professional and well-organised hands at all times. It was such a pleasure working with you both and the team.

We had a lot of feedback throughout the two days at the conference from attendees about the breakfast and it was all very positive. We were also able to make some excellent connections both locally and from further afield, and many of those who couldn't connect with us on the morning ended up dropping by our exhibition stall and either leaving their details with the team there or taking a DL card to register on the ICN Gateway Iberdrola Australia page.

Gary Stevens
Community Engagement Lead, Iberdrola Australia



Marketing your event

ICN Victoria's marketing and communications services are purpose-built to activate supply chains and ensure your event reaches the right audience. Leveraging our exclusive Gateway database of 85,000+ suppliers, combined with targeted digital channels and professional communications, we guarantee your event is not just visible, but impactful.



Web & analytics

Event webpage builds, and Google Analytics tracking to drive visibility and measure success.

Digital content

End-to-end creative including design, branding, brochures, and video production.

Social media

Targeted campaigns and promoted posts, amplified through ICN Victoria's 8,000+ LinkedIn network and Facebook.

Email marketing

Direct campaigns to Gateway subscribers, and monthly newsletters.

Integrated communications

Storytelling through copywriting, event messaging, newsletters, and thought leadership pieces.

With decades of industry experience, we do more than promote events—we bring the right decision-makers and partners into the room.

Let us use our channels, data, and networks to make your next event a genuine supply chain activation, tailored to your goals and grounded in decades of experience.

Event types

Industry briefing

An industry briefing is all about setting your project up for success. It gives you the chance to share your project requirements and work packages directly with the suppliers who can deliver.

Using our exclusive Gateway database of over 10,000 suppliers, we make sure the right people are in the room. This means:

- Suppliers clearly understand your project and work packages.
- EOI timelines are shared and easy to follow.
- Local capabilities are identified and matched with your project needs.

Supply chain showcase

A supply chain showcase is a targeted industry networking event designed to connect project owners and major contractors with capable local suppliers. This event is designed to activate supply chains, drive local content outcomes, and build awareness of upcoming procurement opportunities.

Each showcase features:

- **Exhibitor displays:** opportunities for local businesses to showcase their products, services, and innovations to potential buyers and partners.
- **Facilitated networking:** structured sessions that foster meaningful connections, enabling local SMEs to position themselves for inclusion in major projects.

Workshops

Our workshops are a practical way to dive deeper into industry-relevant opportunities and new ideas that can improve the way projects are delivered. They bring people together to share knowledge, solve challenges, and explore better ways of working.

Tailored to you

No two events are the same, and we'll shape your event around what your industry and guests need the most.

Partner with ICN Victoria and our expert events team. We handle the hard work, deliver with a difference, and are here to make sure your event delivers real results for your business.



What's included

Dedicated Event Manager

Your single point of contact will oversee every stage – planning, run sheets, supplier liaison, and event-day delivery.

Venue & Logistics Management

We secure the venue, manage AV and catering, and ensure everything is set up for a smooth experience.

Seamless Registrations

We create registration pages with automated confirmations and reminders for attendees.

Targeted Event Promotion

We design and run campaigns across email, social media, and newsletters to get the right people in the room.

Speaker & Program Support

We coordinate speakers, deliver MC briefings, and collect presentations to ensure your program runs seamlessly.

On-the-Day Management

Our team runs registration desks, liaises with venue staff and AV, and ensures every detail is covered from start to finish.

Post-Event Delivery

We handle thank-you emails, feedback surveys, and a debrief session with you to review outcomes and opportunities.



I attend a lot of functions, for various organisations, some with exceptional financial backing and your function was amongst the best I have attended or been involved with, for some time. The quality and quantity of buyers that ICN introduced us to was far beyond our expectations.

Donna McMullen
Managing Director, Director Ergonomics



For more information or help selecting the right event option, contact:
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