#STRATEGIC EVENTS















Curating Unforgettable

Business Events, Conferences, and Incentives

AGENT 86 Experiences

BUSINESS EVENTS

Why Business Events Matter

112%

of event professionals agree face-to-face events offer better networking opportunities than virtual meetings.[1]

80%

of business leaders believe in-person events are critical for maintaining strong customer relationships.[2]

30%

of companies investing in business events see an increase in brand awareness and client engagement.[3]

Source. 1. MPI - Meeting Professionals International 2. Eventbrite 3. Bizzabo



AGENT 86 Experiences

ABOUT US

Curating Unforgettable Business Events, Conferences, and Incentives



Agent 86 Experiences offers exceptional business events, conferences, and incentive programs. From concept development to post-event analysis, we provide a comprehensive approach that ensures every detail is managed with precision and purpose.

Our expertise lies in creating tailored experiences that align with your business objectives and meet the specific needs of your attendees. We specialise in seamless execution, personalized service, and delivering exceptional value for both clients and participants.

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OUR VALUES

Collaboration

We believe in the power of enduring relationships - clients and participants, fostering genuine connection that enhance the magic of our experiences.

Integrity

Our integrity is unwavering, grounded in honesty and transparency in all our interactions.

Creativity

We celebrate the unconventional, nurturing bold ideas that transform the unattainable into reality.

Investigation

We collect insightful intelligence to design the most unforgettable experiences for our audience.



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WHY US

What Makes Us Different

At Agent 86 Experiences, we stand out through our unique ability to:

- Conduct in-depth research on your audience to design tailored experiences that match attendees' needs and your business objectives.
- Use data-driven insights to ensure your event delivers measurable results.
- Deliver seamless execution from start to finish, ensuring flawless logistics, exceptional participant experiences, and maximum return on investment.



Events tailored to audience needs achieve **30%** higher engagement and satisfaction rates. *

*Source. EventMB

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BUSINESS EVENTS

Our Strategic Approach

Collaborative Partnership

We don't just supply business events – we embed ourselves in your business, aligning with your goals to deliver maximum impact.

Event Development

From concept creation to detailed design, we craft business events that align with your objectives and company culture.

Program Audits

If you have an existing event or program, we offer comprehensive reviews to identify gaps, refine tactics, and improve performance.

Continuous Assessment

We closely monitor and assess results to ensure you are meeting the agreed objectives and delivering measurable ROI.



BUSINESS EVENTS

The Power of Business Events

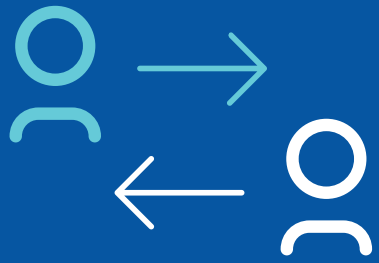
25%

Increase in revenue reported by companies that integrate well-organized events into their strategy. [1]



20%

Boost in employee engagement from incentive travel. [2]



60%

Of employees cite well-planned company events as a key factor in staying with their employer. [3]

Source: 1. Bizzabo 2. Incentive Research Foundation 3. Gallup

AGENT 86 Experiences

WHY US

Our Core Services

Alignment & Leadership

- → Corporate Conferences
- → Leadership Immersions
- → Internal Stakeholder Forums
- → Offsites



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WHY US

Our Core Services

Growth & Performance

→ **Strategic Incentives**
(Internal & External)

→ **Reward Programs**

→ **Sales Incentives**



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WHY US

Our Core Services

Engagement & Brand

- → Activations
- → Launch Events
- → Roadshows
- → Exhibition Stands
- → Sporting Events



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WHY US

Our Core Services

Destination & Experience

→ Business Events

→ Client Hosting

→ Celebration Events



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BUSINESS EVENTS

Driving Performance, Loyalty and ROI

Unlocking potential through strategic insights and creativity – our sweet spot!



Insight-Led
We take the time to understand your audience, objectives, and environment — ensuring every experience is grounded in genuine insight.

Creative by Design
We apply imagination and creativity to engineer events that go beyond the expected — designed to achieve outcomes others wouldn't or couldn't.

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BUSINESS EVENTS

Delivering Real Results

Our approach is designed to do more than deliver a great experience — it's built to engage your audience, influence behaviour, and deliver measurable outcomes that matter to your business.

Continuously engage participants

Drive positive behaviour change

Deliver strong financial returns



SUCCESS STORIES

Celebration Dinner

Coverforce, Fiji



Brief / Background

Coverforce required a final night celebration to close a three-day summit in Fiji — one that would feel completely distinct from anything guests had experienced previously.

The event needed to be a complete surprise, deliver a genuine sense of occasion, and clearly demonstrate the level of thought and investment made into recognising the group.

A key priority was ensuring spouses were equally considered, with the experience needing to resonate beyond the core delegate audience.



Approach

Agent 86 identified Malamala Island as a unique opportunity to create a truly exclusive environment, securing private evening access and delivering what was, at the time, the first full island takeover at night.

Over 50 staff were deployed across a full-day installation, transforming the island into a bespoke event environment — from arrival experience through to dining, entertainment, and multiple activation zones.

The experience included:

- **A fully customised menu and beverage program not available on the island**
- **Dedicated entertainment zones, and traditional Fijian performers**
- **Layered theming and styling to ensure the island was unrecognisable from its standard offering**

Every element was designed so that no future guest visiting the island would encounter the same experience.

Result

A standout closing event that exceeded expectations and delivered a genuine sense of surprise and exclusivity.

Guests, including spouses — felt the experience had been specifically designed for them, reinforcing both emotional connection and perceived value.



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SUCCESS STORIES

Incentive Program

Realestate.co.nz, Uluru



Brief / Background

realestate.co.nz engaged Agent 86 to deliver an incentive experience for their top-performing clients — a highly discerning group with the means and experience to access premium travel independently.

The program needed to deliver genuine differentiation, combining seamless delivery with unique, high-impact experiences that justified their inclusion.



Approach

We designed a tightly curated program centred around Uluru, leveraging the destination's natural and cultural significance while ensuring a premium and considered delivery throughout. Through subtle research we had also confirmed that none of the guests had been to Uluru.

The experience included:

- **Exclusive dining moments, including degustation-style experiences in unique settings**
- **Signature outback activities such as camel experiences and guided exploration**
- **Meaningful engagement with Indigenous culture, ensuring authenticity and respect**

Attention to detail across logistics, pacing, and service ensured the experience felt effortless, while still delivering moments of genuine impact.

Result

An exceptional program that resonated strongly with a highly experienced audience.

Guest feedback reflected both the quality of execution and the uniqueness of the experience, with post-event survey results achieving **97%** satisfaction.

The program successfully reinforced client relationships while delivering a level of experience beyond what guests would typically access independently.



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SUCCESS STORIES

Media Launch Event

Kiwibank, House Hunter Launch



Brief / Background

Kiwibank required a launch event for a new digital platform designed to change the way people search for and purchase homes.

The objective was to generate awareness and, critically, place the product directly in the hands of media and influencers to drive understanding and uptake.



Approach

Agent 86 created an environment that reflected the essence of the product — a home.

A central Auckland venue was transformed into a warm, residential-style setting, allowing guests to experience the platform in a context that felt authentic and relatable.

Following the formal presentation, guests were encouraged to interact directly with the platform, supported by product specialists who guided them through its functionality.

Food, styling, and overall atmosphere were deliberately aligned to reinforce a sense of familiarity and ease, encouraging guests to engage more deeply with the experience.

Result

A well-received launch that successfully connected media and influencers with the product in a hands-on, meaningful way.

The event generated strong engagement across media channels, supporting awareness and understanding of the platform.

Importantly, the experience achieved its core objective — moving beyond awareness to genuine interaction and adoption.

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SUCCESS STORIES

Gala Event

Coverforce, Byron Bay “Mini Festival”





Brief / Background

Following previous high-impact events, Coverforce required a final night gala that would be remembered well into the future — while remaining authentic to the destination.

The brief was to create a highly engaging, informal environment that encouraged connection, participation, and enjoyment across the entire group.



Approach

Agent 86 secured a private hinterland location in Byron Bay and designed a bespoke, festival-style experience inspired by the spirit of Byron Bay Bluesfest — tailored specifically to the audience.

A four-day build transformed an empty field into a fully functioning event space.

The experience included:

- **Five live music acts**
- **Diverse food and beverage activations including BBQ stations, gelato, and mobile bar setups**
- **Interactive elements such as henna artists and tarot readings**
- **Large-scale Sperry tents, tipis, and open fire settings**

Guests were encouraged to lean into the environment, with styling and dress aligning to a relaxed, bohemian aesthetic that complemented the location.

Result

A highly immersive and engaging experience that felt both premium and completely natural to its setting.

The event successfully encouraged participation across all guests, creating a strong sense of energy, connection, and shared experience.

Critically, the environment was entirely temporary — returning to an empty field shortly after — reinforcing the uniqueness and one-off nature of the event.

The event is still referenced as a benchmark internally, achieving its objective of delivering a truly memorable and differentiated final night

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SUCCESS STORIES

Roadshow

NZME – Nationwide Rebrand



Brief / Background

NZME required a nationwide roadshow to launch a new brand, following the integration of multiple businesses into a single, unified platform.

The objective was to inform, engage, and align internal teams, media, and trade stakeholders with the new brand and its future direction.

Approach

Agent 86 developed and delivered a tightly coordinated, multi-location roadshow within a compressed timeframe, ensuring consistency of message and experience across all regions.

Each event was designed to reflect the organisation's new digital positioning, with tailored presentation environments and technology supporting a modern, cohesive brand experience.

A centralised registration and communications platform enabled efficient management of attendees across multiple stakeholder groups.

Result

A successful nationwide rollout that achieved strong engagement across internal and external audiences.

Teams from previously separate businesses were brought together, supporting alignment and connection, while media and trade stakeholders left with a clear understanding of the new brand and its offering.

The roadshow generated positive momentum around the launch and reinforced confidence in the organisation's direction.





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SUCCESS STORIES

Gala Dinner

NZ Olympic Committee, Prime Minister's Olympic Gala Dinner



Brief / Background

The New Zealand Olympic Committee engaged Agent 86 to deliver one of its most high-profile annual events — a premium gala dinner for over 700 guests attended by senior government representatives, business leaders, and elite athletes.

The event needed to balance prestige, seamless delivery, and a strong fundraising outcome.

Approach

Agent 86 managed the creative direction, planning, and delivery of a formal black-tie gala that reflected the significance of the occasion and the calibre of its audience.

The evening was carefully structured to move from welcome through to dining, formalities, entertainment, and a live auction — ensuring a natural flow while maintaining energy and engagement throughout.

Attention to detail across guest experience, production, and timing ensured the event was delivered to the highest standard.

Result

A highly successful event that delivered a premium guest experience and strong fundraising outcome.

Feedback from stakeholders and attendees was consistently positive, reflecting both the quality of execution and the overall impact of the evening.

The event reinforced its position as a flagship occasion within the organisation's annual calendar.





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SUCCESS STORIES

Conference

AMP Limited – Professional Development Conference

Brief / Background

AMP required the delivery of a large-scale professional development conference, bringing together advisers, brokers, and leadership to align thinking, share insights, and support future business performance.

The event needed to balance content, engagement, and seamless delivery across a multi-day format.

Approach

Agent 86 designed and delivered a structured conference experience that combined plenary sessions, workshops, and curated speaker content to support both learning and engagement.

A fully integrated registration and logistics platform ensured a seamless delegate experience, from initial sign-up through to travel, accommodation, and on-site coordination.

The program was supported by high-quality speaker content and considered event design, ensuring both professional value and a strong overall experience.

Result

Every year delegates participate in a comprehensive post event survey to capture honest feedback.

The survey results scored Agent 86 at **100%** for overall service and event management. Overall delegates scored **92%** approval rating.

The program established a reliable benchmark for future conferences.



AMP

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SUCCESS STORIES

Activation/PR

Unitec Institute of Technology, 'Think.Do"

Brief/Background

Unitec sought to bring its learning philosophy to life — demonstrating that education is most effective when knowledge is applied in a practical, immersive way.

Approach

We delivered an interactive, technology-led activation combining virtual reality and biometric tracking, allowing participants to engage with course content in a fully immersive environment.

Supported by a targeted PR strategy, the experience extended beyond the physical activation to reinforce Unitec's broader positioning around applied learning.

Result

Activation - over **300** visitors.
Teaser Video reach **69,000,** views **14,000.**

Experience time, **10.5** mins!
Facebook impressions **779,000,** views **86,000.**

Instagram **92,000** impressions,
Twitter **60,000.**

PR–event calendars, Breakfast TV, Celebrity endorsement, NZ Herald, Podcasts, Newstalk ZB.





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SUCCESS STORIES

Product Launch
Samsung TV Launch

Brief / Background

Samsung required a premium launch event to introduce its 3D LED TV range, reinforcing its position as a market leader in design and technology among media, influencers, and key partners.

Approach

We created a highly immersive brand environment, transforming a blank canvas venue into a dynamic showcase of Samsung's technology and innovation.

Guests moved through a curated journey — from high-impact visual installations to a purpose-built viewing space where the product could be experienced first-hand in a considered, premium setting.

Result

The event scored a **9/10** on the A-List web site as well as gaining significant nationwide media coverage across TV, radio, print and online reference.

Six months post event Samsung's market share in the TV category had increased to a convincing **65%** share.





AGENT 86 Experiences

SUCCESS STORIES

Testimonials

"

Agent 86 Experiences were our supplier for a hugely successful event recently, bringing over 100 people together over 3 days for a programme that included an entirely bespoke mini-festival - and it was a seamless experience from start to finish. The team go above and beyond, finding unique touchpoints and letting us in on local secrets to make everyone who attended feel like they truly saw the best of Byron and Northern Rivers. What I particularly appreciate about working with the team is there is no "one size fits all" – they work dynamically with our own team to ensure nothing falls through the cracks and can effortlessly pick up elements of event organisation outside of a strictly DMC scope, such as registration, accommodation, and collateral.

Regardless of whether they were pivoting plans due to weather changes, packing in an event, liaising with local suppliers, or coordinating activity days, the team were incredibly professional but not without a sense of humour. The key to pulling off any successful event is a blend of experience, creativity, problem-solving and attention to detail – something Agent 86 Experiences has in spades.

"

Amanda Coffey | Executive General Manager Marketing
Coverforce Pty Ltd

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SUCCESS STORIES

Testimonials

"

Agent 86 has a level of detail and care that I have not seen displayed by any other event or experience company. From the beginning stages of providing the ideas for the experience right through to the post analysis after the experience every detail was attended to. Adding to that every event that we have run with Agent 86 has come in within budget and surpassed expectations of what would be delivered. Attendees are constantly "blown away' with every detail and there are many many details. Agent 86 has a large network of contacts and can access artists and venues that others are unable to utilise.

Ultimately any event needs a dedicated crew that will ensure your delegates are surprised, delighted and impressed at every turn. You can be assured that you will receive this when you employ Agent 86 and Petrina Maxwell. Petrina is an absolute pleasure to deal with, completely professional and incredibly creative. Petrina's ability to simultaneously co-ordinate multiple suppliers, venues, musicians, caterers and delegates is phenomenal. Even when the weather doesn't play ball she is in there boots and all making the entire last-minute re-organisation look like it was exactly the way that the experience was planned in the first place.
I would have no hesitation in recommending Agent 86 to anyone looking for creative, well-constructed and unique experiences.

"

Jenny Fromén | Head of Incentives and Development
NZME

AGENT 86 Experiences

SUCCESS STORIES

Testimonials

"I have worked with Petrina and the team at Agent 86 Events for the past 5 years as they have organised and managed AMP Professional Days for us. She has a unique ability to keep me and others at Vero focused and on track with putting the event together. With over 130 attendees this does take some event management skill which she and the team have in spades.

A post event survey from attendees scored Agent 86 100 out of 100 for overall service/event management and 92% said the event met their expectations. Other reasons you should choose Agent 86 for your next event include their ability to host functions throughout a conference that provide very cool experiences for delegates and our themed dinner on the stage at the St James theatre in Wellington is one such example. Petrina has a wide circle of contacts be it MC's or speakers and her sourcing of Ciaran Gribbin for us was insightful.

Whether you're planning your next event for 20 or 200 I have no hesitation in recommending Agent 86 to work incredibly hard for you and put an event on you will be proud of."

Paul Gallop | AMP Channel Manager
Vero Insurance NZ

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SUCCESS STORIES

Testimonials

"I have worked with Petrina and her team to organise one of our key conferences. Petrina's organisational and creative abilities were key to the success of the event not only in the prior planning but also during the conference. I have high praise for Agent 86 and would happily use & recommend them for future event management."

Rob Dibley | Head of General Insurance
AMP NZ

"A committed and creative partner Petrina (Agent 86) will pick up the ball and can work throughout any organization to deliver beyond expectation. Her PR/communications background complements her event and project management expertise. Petrina can be absolutely relied on to deliver an outstanding event or roadshow that exceeds the brief. She and her team at Agent 86 have been instrumental in establishing and building Samsung's brand in New Zealand in the last few years. It is an absolute pleasure to recommend Petrina."

Rachel Cotton-Bronte
Strategic Marketer, Company Director

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SUCCESS STORIES

Testimonials

"

Agent 86 has been a trusted creative and delivery partner to Republik for years. Petrina and her team understand agency life and quickly become an extension of ours - bringing the thinking, energy and execution needed to turn a campaign idea into an experience that delivers for the client. Across campaigns for the likes of Microsoft, Samsung and Unitec, they have brought strategic thinking, creative energy, and seriously dependable delivery, while making us look good in the process - which, let's be honest, is a pretty useful quality in a partner.

They understand the brief, challenge it when it needs challenging, and then get on with making it happen. That combination of trust, capability and good humour has made A86 an important part of the success we've created for our clients. They're the kind of partner you want alongside you - give them their part, get on with yours, and know without giving it a second thought that they've got it.

"

Paul McNamara | Director
Republik Communications

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SUCCESS STORIES

Testimonials

"We have recently held our second annual event celebrating the success of our top achievers. These occasions need to be of the highest calibre in order to show the true appreciation of this group, which is exactly what Agent 86 delivered. Despite a few curveballs thrown their way during the proceedings they continued to provide solutions and remain (on the surface at least!) calm and unflappable.

Petrina and the team from Agent 86 have been able to provide truly unique venues not normally accessible to the public, and their ideas and professional execution have been faultless. The attention to detail from start to finish is evident, and the feedback we have received from our participants has been testament to this. Petrina and her team are a pleasure to work alongside, and we would have no hesitation in recommending them to plan and run your event."

Neil Jackson | Direct Sales Director
NZME. Radio

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SUCCESS STORIES

Testimonials

"

In my capacity as CEO of the New Zealand Telecommunications Forum, I was responsible for the organisation and delivery of the telecommunications industry event, Mindstorm, in April 2013. In this I had occasion to work closely with Petrina in the development and delivery of what is regarded as a high watermark event. Petrina was a key element of the team and displayed a great ability to understand the high-level brief she was given and interpret it in a manner that reflected the thinking of the steering group. Petrina was able to effectively engage with both internal and external stakeholders and played a key role in sponsorship management. The event execution was the high light for me as Petrina promised much and delivered more. As the development of the event progressed, when Petrina said something "would be alright" I believed her and she never failed to deliver as promised, thereby removing much of the stress.

Petrina's choice of technologies used at the event played a key role in making it the success it was. This particularly applied to the mobile app chosen for the event which allowed true interactive engagement between the speakers and the audience. More importantly Petrina stuck scrupulously to the agreed budget and generated a high level of confidence in the steering group and sponsors. Above all Petrina was great fun to work with. Her personality is always positive and bubbly and she engendered vast confidence over the development period that we would be able to deliver a truly outstanding event. Here confidence was not misplaced. I would have no hesitation in seeking to work with Petrina again.

"

David Stone | Former CEO
New Zealand Telecommunications Forum

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SUCCESS STORIES

Testimonials

"Our warmest thanks for managing our annual Pharmacy Awards event. The formal evening was lifted to a much higher standard than ever before and all aspects of the event were coordinated seamlessly. Your input, in particular your creative ideas for theming and management of the marketing campaign surrounding the event were equally as valued and contributed to the highest number of entries we've ever had for our awards. Your enthusiasm, humour and ability to relate so well to our team made this a very enjoyable project and I look forward to working with you again next year."

Clare Williams | Marketing Manager
ProPharma

"The Heineken Open is clearly a significant event and sponsorship property for the Heineken brand in New Zealand. As a showcase for the brand, it was critical we found an event agency who could bring the brands personality to life in a unique and premium way. In Petrina Maxwell and Agent 86 we found just that. Petrina was able to conceptualise and then deliver on our vision for Heineken's presence and brand experience at the event. Her attention to detail, people management and unflappable bubbly style made Agent 86 a joy to work with and ensured a fantastic brand showcase for Heineken at New Zealand's premier international sporting event."

Ron Curteis | Group Brand Manager
DB Breweries

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SUCCESS STORIES

Testimonials

"Thanks again for all your help on this year's Perry Foundation Conference – third year and it just keeps getting better, it was awesome – the team here are rapt and as you know, the feedback from customers has been overwhelming."

Cherie McCleery | Communications Advisor
Perry Foundation

"Our Perry Group 50th celebration was the largest single external event in the company's long history. Your understanding of the brief and then concept development, the ongoing consultation through to the ultimate delivery on the night were nothing short of superb. The feedback post the event has been very very positive with the key message being that it really reflected what were and are now as an organisation - the special tribute to Brian particularly was very much appreciated. Thanks very much for your very personal management of everything - we won't hesitate in using Agent 86 again or recommending your organisation to anyone in the future, we wish you all the best."

Craig McFarlane | General Manager, Group (Services)
Perry Foundation

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Let's create your next unforgettable experience together, contact:
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