

CASE STUDY

**EVENTS: THE BIG  
EVENT –  
AUCKLAND  
DISABILITY  
PROVIDERS  
NETWORK**

## OVERVIEW

The Big Event was the second annual accessibility expo held by the Auckland Disability Providers Network.

The challenge to Alexander PR (APR) was to increase foot traffic through the 2013 expo and bring the accessibility message into mainstream media. In the past, communication messages about accessibility and disability have remained largely within the disability sector.

The Auckland Disability Providers Network worked with APR to find engaging stories within the expo.

# THE RESULTS

The results achieved for The Big Event saw visitor numbers at this year's event nearly double on the inaugural 2012 expo.

[The New Zealand Herald](#) profiled an APR client working with The Big Event and included a positive mention on the client's work with the Auckland Disability Network and the upcoming expo.

[Shine TV](#) also featured The Big Event on its nightly news bulletin, Focus, giving viewers a taste of the Friday show, ahead of Saturday.

Radio New Zealand National attended the event and produced a half-hour documentary segment for its One-in-Five show. This included several positive interviews that profiled different aspects of the event. The full interview can be [heard here](#).

[The Big Idea](#), an online arts website, also featured the event's art exhibition, Perception.

The event featured on leading entertainment site eventfinda and in the Auckland Council and GrownUps newsletters. Other coverage was achieved in news sites infonews, [Yahoo](#) and [Scoop](#).

BUSINESS | Small Business

## Small business: Working with charities - Qiuqing Wong

4 Apr, 2013 2:00pm

14 minutes to read



Qiuqing Wong, co-founder of Borderless Productions. Photo / Supplied

NZ Herald



**Qiuqing Wong, co-founder of Borderless Productions, with her husband Dean Easterbrook**

Borderless is a social change company with a mission to create thinking and actions to create positive change in society. More specifically, we create and drive campaigns, digital stories and take-action films with and for businesses, organisations and individuals throughout the world.

yahoo! news

Search

Search

News Home World Sports Lifestyle Finance Weather

### The Big Event accessibility expo on in Auckland

Fuseworks Ltd.  
Fuseworks 20 March 2013



Think the accessibility world isn't relevant to you? Think again. One in five New Zealanders lives with a disability of some kind. Add to this an aging population, families with young children and those with a temporary injury or illness, and you have a significant proportion of New Zealanders with access needs.

The Big Event is the biggest accessibility expo in the country. Over 6,000 people attended the inaugural event in 2012, and this year's free event at Greenlane's ASB Showgrounds on Friday 5 and Saturday 6 April is set to be even bigger.

The concept of The Big Event was developed by the Auckland Disability Providers Network. The idea came to chairman Chris Ross, who was repeatedly hearing people in the accessibility community say they didn't know where to go to access new products and services.

"These products and services can make one's life more accessible, so we decided it was time to get all the key players into one place," he says. "The idea grew from there and following the success of the 2012 event, it became obvious there is a real need to make this information widely available in New Zealand."

Over 100 exhibitors will share products and services at The Big Event. For innovators who participate, there is the opportunity to win an award for best accessibility invention, with the prize being help to develop and mass-produce the winner's service or product.

A dedicated youth area will be set up to give young people the opportunity to try a range of exciting activities, including rock-climbing, basketball, surfing and a horizontal bungee. For the rest of the crowd, participation in these activities is free. The idea is for each