

# ENLIVEN BIDDING ACTIVITY

> CYSTIC FIBROSIS QUEENSLAND ANNUAL FUNDRAISING LUNCHEON

## CASE STUDY

### FACTS

Cystic Fibrosis Queensland Ltd (CFQ), a not-for-profit charitable organisation, was looking to run a more innovative and professional silent auction at its 2006 'For the Love of Life' Fundraising Luncheon.

### CRITICAL ACTION

**Guests were able to simply and effectively place their bids using individual smartcards inserted into interactive keypads (located on every table) - without having to leave their seats.**

The current leading bid on each lot item and the progressive amount raised for the day were automatically displayed on each keypad and on screens located at the event.

### RESULTS

Greater bidding activity was promoted as guests found it easier and more enjoyable to participate in the auction and follow bidding progress.

Of the 250 attendees at the luncheon, 111 were active participants in the auction and a total of 670 bids were made on the 40 lots available.

**The simplicity, convenience and competitive nature of the automated bidding process resulted in the level of funds raised far exceeding CFQ's expectations.**



**"The handsets were a great addition to the silent auction, providing a fun element as well as a good financial return."**

Jane Andersen, CEO, Cystic Fibrosis Queensland

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