



4 March 2026

Events at the Royal ICC elevated to the next level

More than 100 people last night (Tuesday 3 March) attended Next Level at the Brisbane Showgrounds – a spectacular showcase of the Royal International Convention Centre’s (Royal ICC) newly installed AV technology, venue versatility and unique menus.

Delivered in partnership with Microhire and A Noble Event, Next Level gave clients and prospective clients a first-hand look at how the Royal ICC can transform events through cutting-edge audiovisual capability, immersive styling and exceptional culinary experiences.

Guests enjoyed dynamic technology demonstrations, bespoke theming installations including neon garden and whimsical themes, canapes and live food stations prepared by the Brisbane Showgrounds’ world-class chefs, live music and entertainment.

Brisbane Showgrounds General Manager of Venue Sales and Marketing Jago Coyle said the event highlighted how the world-class venue is continuing to evolve to meet the expectations of event organisers.

“Next Level showcased the full potential of our venue, from flexible spaces to cutting-edge technology and exceptional cuisine,” Mr Coyle said.

“Our in-house audio-visual partner, Microhire, has recently made significant investments in new AV capability and technology to ensure our clients can deliver impactful, memorable events.

“Combined with our versatile spaces and unique menus championing Royal Queensland Awards medal-winning produce, the Royal ICC truly offers a next level event experience.”

A large-format LED screen system, installed last month, took centre stage in the Royal ICC halls, with demonstrations revealing the full capability of two 12-metre LED screens delivering ultra-high-resolution visuals with 2.6mm pixel pitch and custom content for a dynamic display.

A third motorised screen will soon be installed with the option to run three 12-metre screens parallel to each other or, lowered to stage height for a dynamic centre stage LED backdrop - with an impressive 122 square metres of LED and 17,915,000 pixels, this installation will be the first of its kind in Brisbane.

Also showcased were two prominent LED entrance features, ideal for high-impact branding, signage and sponsorship opportunities. Along with LED technology, installed late last year, in the Royal ICC’s meeting rooms, each featuring impressive 4m x 2.25m LED screens mounted on slimline brackets.

Microhire’s Regional General Manager Bryan Dochstader said their technology investment delivered a striking new visual experience last night, combining concert quality audio systems and 300 intelligent lights - all programmed to showcase Next Level.

“Our audio-visual production perfectly complemented the creative design to completely transform the convention halls and meeting spaces,” he said.

“Demonstrating versatility and next-generation AV technology, our on-site audio-visual team proudly deliver seamless flexibility and an unparalleled canvas to support the diverse energy, objectives and



ambience of events held across the precinct.”

A Noble Event Creative Event Director Jodie McDonald said the creative styling objective was to create an event experience that took guests on a journey.

“The event was an opportunity for creative expression and we wanted to create a flow that touched the senses,” she said.

“A Noble Event has a combined 270 years of experience in creative minds, operations, and logistics to bring clients an event management and consultancy service like no other - offering everything events, including custom set design and construction, stage and prop hire, styling, theming, and full event management services.”

The Royal ICC continues to strengthen its reputation as a premier events venue in Brisbane, offering flexible spaces, state-of-the-art in-house audiovisual capabilities and menus showcasing Australia’s finest award-winning produce, within the iconic Brisbane Showgrounds precinct.

The Brisbane Showgrounds precinct is located 1.5km from Brisbane’s CBD and is Queensland’s largest indoor/outdoor events site. Visit www.brisbaneshowgrounds.com.au

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