

# ALTOUR

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## PERFORMANCE

### Conference Case Study

#### Situation



- A leading grocery retailer sought to grow independent retailer purchases by creating increased awareness of and support for key changes in the organization and supply chain.

#### Strategies

- Bring independent retailers, national brand representatives and special sponsors together at major conference to share information and gather feedback.



- Work within client's budget to provide independent retailers with an amazing experience, including business and pleasure.

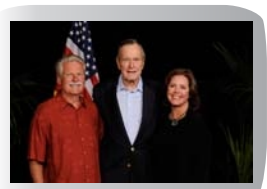


- Maintain sensitivity to the state of 2009 economy

and negative publicity surrounding companies whose compensation, recognition and meeting practices were receiving harsh media scrutiny.



- Provide client with single point of contact for exceedingly complex conference which included dozens of moving parts.



- Manage all elements of the budget, including purchasing, contract negotiations, on-going estimates, final bill auditing and reconciliation.

#### Solution:

- Planned and executed a 6-night, 7-day program in Kona, Hawaii Feb. 2009.
- Provided independent retailers with a balanced combination of business content and free time to maximize attendance.
- Delivered and coached speakers including sponsor, client senior management, past U.S. president and famed polar explorer.
- Sourced and hired regional and famous entertainers, including island favorites, traditional Polynesian dancers, comedian Sinbad and music by Steve Miller Band and Boys II Men.
- Managed registration via a combination of website, call center and hard copy forms.
- Produced an integrated communications campaign, including custom website with regular updates, email blasts, entertainment announcements, registration forms, custom mailings including airline tickets, mail letters, program of events booklets, luggage tags, hotel brochures and departing gifts.
- Organized all event details including meals and optional activities, business sessions, awards ceremonies and all entertainment logistics.
- Partnered with a production company and client to script and deliver business theatre.
- Coordinated and handled all logistics for massive vendor showcase.
- Managed creative and production for all on-site signage and banners.
- Managed all flight arrangements for 1,300 travelers, staff, entertainment, production and crew; also handled extensions and special requests.
- Managed a complete merchandise reward and gift program including:
  - Merchandise budgeting and presentation
  - Merchandise/award packaging including vendor-sponsored items
  - On-site gift delivery and shipment of merchandise to participants' homes
- Provided final DVD, including all business content and presentations in addition to a highlight video.
- Audited all vendor invoices and compiled into a single bill for the client.

#### Results

- Get final feedback from participants and management about their thoughts on all aspects of the conference – overall ratings were all excellent.