

CASE STUDY



- Event:** Tupperware Dreamtime Manager Conference
- Date:** 30 August – 2 September 2014
- Attendance:** 500 delegates
- Organiser:** Cathy Richards – Tupperware Events Manager

Background

The Tupperware Dreamtime Manager Conference was a training and motivational conference held for Tupperware Managers, Directors and their top sales performers. The Tupperware company has been operating in Australia for 53 years.

The Darwin event was the largest national conference held by Tupperware in the past three years. It has previously been held on the Gold Coast, in Adelaide, Perth, Kuala Lumpur and Melbourne.

The conference was attended by delegates from throughout Australia and New Zealand and VIP attendees included the company Managing Director, as well as the Tupperware Area President of Asia Pacific.

Event Objective

This conference is used to launch new products, provide training and product demonstrations and also recognise the company's top performers, celebrating as well as building on their successes. The conference provides extensive networking opportunities and includes highly motivating "money can't buy" elements.

Event Format

The conference program was conducted over four (4) days and included Directors and Franchisee Briefings, daily plenary conference sessions, break-out training, two official conference dinners and an off-site full day excursion for 200 specially qualified delegates. The Centre's flat floor Exhibition Halls One and Two provided the main venue for the theatre-style presentations, whilst Exhibition Hall Four provided the daily lunch venue. Morning and afternoon teas were set up in the spacious Exhibition Concourse area.

Reflecting the strong Indigenous culture of the Northern Territory, the company chose a 'Dreamtime' theme for the conference, which included a specially-designed dot-painted conference logo. Darwin Dreamtime banners were hung in the Convention Centre Concourse and the main entrance was 'wrapped' in similar signage to welcome delegates on arrival at the

venue. A range of Indigenous cultural activities and entertainment were also woven into the program.

Outcomes

The Managing Director Australia & New Zealand & Senior Area Vice President Asia Pacific for Tupperware, Mr Charles Henry, clarified that Darwin had been chosen in response to strong demand from Tupperware Managers. For many attendees, this was their first visit to Darwin and the NT, with the conference providing the perfect excuse to make the journey and also undertake pre-conference touring.

"We decided to have the conference in Darwin, principally because it's a place most Australians and New Zealanders haven't been to before. We thought it would be a good, different and attractive location and that's what it's proven to be. One of the added benefits of using Darwin is that we've been able to get closer to local culture, both in terms of music and meeting with the people," he said.

The Darwin Convention Centre Experience

Managing Director Australia & New Zealand & Senior Area Vice President Asia Pacific for Tupperware, Mr Charles Henry, was most effusive in his praise of the Darwin Convention Centre, singling the venue out as one of the best they had ever used.

"I think we came here feeling that the Darwin Convention Centre would do a great job. They did an absolutely outstanding job! I've been involved in organising events in Macau earlier this year, around Australia and in fact in various countries around the world, and the staff and facilities are as good as we have used anywhere frankly."

Tupperware's conference organisers were also delighted with the NT event and made special mention of the Darwin Convention Centre's excellent service.

"The team at the Convention Centre were all fabulous. Very attentive and willing to help with any last minute changes etc. Delighted with the service!" said Cathy Richards, Tupperware Events Manager.

The Northern Territory Experience

Delegates were accommodated at a range of CBD hotels, the majority of which are located within easy walking distance of the convention centre.

The conference opening dinner was held at the Darwin Convention Centre with NT Indigenous troupe 'One Mob Dancers' providing the traditional 'Welcome to Country', along with a cultural dance presentation. The event also featured one of Australia's most well-known entertainers, songstress Dami Im.

Various off-site functions were held by Tupperware Directors and their management teams during the conference at a range of restaurants and venues in the Darwin CBD, the Waterfront Precinct and at SKYCITY Darwin, where the conference closing dinner was held on the expansive lawns.

A Picnic Day excursion was held for 200 specially-qualified delegates and included a wetlands cruise at Corroboree Billabong, just over 100 kilometres from Darwin. This was followed by a picnic, naturally served in Tupperware's picnic-ware, at scenic Berry Springs. Indigenous cultural activities were offered during the day, with participants enjoying a swim in the beautiful

Berry Springs waterhole, before returning to Darwin.

Pre-conference touring undertaken by delegates included Kakadu National Park, the Jumping Crocodile Cruise on the Adelaide River, some 60 kilometres from the city, as well as visits to Darwin's world-renowned Mindil Beach Sunset Markets.

For further information or comment, please contact:

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