

## National Retailer Conference

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### Feel the Magic!

**Client** — National Food Retailer and Distributor

**Business Need** — With over 2,500 retail grocery locations and an extensive food distribution business, this national company wanted to create a unique conference that would bring both their retail store family and their supply channel partners together. The purpose was to share their vision for the future, explore new trends in the industry and use team building activities to strengthen the relationships throughout the entire business network.

**Audience** — A hand-picked audience of over 1,000 attendees representing independent retail store owners, key suppliers and business partners and management staff from throughout the company.

**Objectives** — The primary objective is to create a shared vision for continued growth in this wide-ranging company's many business units and individual retail banners, with targeted strategies including:

- Keynote speeches from company executives and motivational speakers
- Training and business meetings
- Trade Show of vendor products
- Sponsored sessions and events by suppliers
- Leisure activities to build camaraderie

**Solution** — The "Feel the Magic" communications campaign was developed to create a high-energy level throughout the company and its partners; it mirrored the excitement from the company's recent growth and expansion. The theme and accompanying graphics were carried throughout the communications plan, which began with initial teaser mailings and continued throughout the invitations, pre-trip materials, program guides and on-site signage, giveaways and décor.

Advantage Performance Network (APN) secured a resort property on the Big Island of Hawaii for the conference. This property provided the ideal combination of meeting and convention space with luxury accommodations and a wide choice of leisure activities in the immediate area.

APN also worked with the client to develop a detailed itinerary of events. We facilitated every aspect of the meeting, including assisting the client in the structuring of sponsorship opportunities for the business partners, which helped manage the total costs and make the program more cost-effective for attendees.



Once the participants arrived in Hawaii they were treated like Hawaiian royalty. The food and entertainment were unsurpassed. Daily they were informed and educated by guest speakers and “wowed” by popular performers. Every night it was something different, the list was never ending. The speakers and entertainers had to fit the company’s culture and budget. The final list included:

**Featured Speakers**

Larry King  
Walter Cronkite

**Featured Musical Acts**

The Doobie Brothers with Michael McDonald  
ShaNaNa  
KC and the Sunshine Band



APN’s partnership philosophy enabled us to align ourselves with our customer’s culture and objectives for a truly successful event. APN negotiated with all key program suppliers and managed each of the following program elements:

- Securing all hotel accommodations and managing room blocks
- Coordinating all meeting space requirements, including supplier exhibits
- Food and beverage requirements, including sponsored receptions and themed dinners
- Production and multimedia requirements for general sessions and entertainment
- Securing nationally renowned speakers and musical entertainment
- Design and production of all printed communications, including theme and graphic treatment, pre-trip announcements , program guides and on-site signage
- Staffing requirements, including hospitality desk, activity guides, VIP assistance and support staff
- Securing and arranging all air reservations for participants
- Ground transportation for arrivals and departures and all off-site activities
- Facilitate shipping of all vendor products and displays for trade show

**Results —** The Retailer Conference exceeded the client’s expectations in each of the key areas of measurement, including training, team building and, most importantly, effectively communicating the vision and strategic goals of the company ensuring continued growth and success.

While senior management had initially projected a conference of this scope to occur only once every 5 to 10-years, the dramatic success convinced them that this event should be held every-other year going forward.