

TUPPERWARE DREAMTIME MANAGER CONFERENCE CASE STUDY

SNAPSHOT FACTS:

Name of Conference	Tupperware Dreamtime Manager Conference
Dates of Conference:	30 Aug – 2 Sept 2014
Company/Organisation:	Tupperware
Type of Organisation:	Direct Selling
Number of Delegates:	500
Delegate Origin:	Australia / New Zealand
Location/s of Event:	Darwin
Main conference venue:	Darwin Convention Centre
PCO/Agency assisting:	Destination Event Management

Event Overview:

The *Tupperware Dreamtime Manager Conference* is designed to be an entertaining and motivational conference for Tupperware Managers and Directors. It is used to launch new products, provide training and product demonstrations and also recognise the company’s top performers, by including “money can’t buy” elements.

Over the last ten years, this conference has been held on the Gold Coast, in Adelaide, Perth, Kuala Lumpur and Melbourne. *Tupperware* has been operating in Australia for 53 years.

The conference was attended by Tupperware Managers and their partners from throughout Australia and New Zealand and included a small NT-based contingent.

Reflecting the strong Indigenous culture of the Northern Territory, the company chose a ‘Dreamtime’ theme for the conference, which was conveyed via the specially-designed stylised dot-painted conference logo. A range of Indigenous cultural activities and entertainment were also woven into the programme.

This was the second conference held by *Tupperware* in the NT in 2014 – a Directors-only conference was also staged at Uluru in July at *Voyages Ayers Rock Resort*. The four day business-focussed conference for 70 participants incorporated the best elements of the iconic destination, which included camel rides and a superb *Sounds of Silence* dinner under the stars.

Reason for selecting the event destination/venue:

Darwin was chosen in response to strong demand from the Tupperware Managers who had asked “why haven’t we been to Darwin yet?” 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 undertake some pre-conference touring. Organisers advised that Darwin's interesting history also added to the destination's appeal.

Issues, Challenges and Triumphs:

Holding a large technical conference during the peak of the Top End's Dry Season presented a challenge, with many local suppliers busily engaged with a range of other major events being held in Darwin at the same time as the Tupperware Conference. However, the *NT Convention Bureau* helped whenever necessary by sourcing solutions for any of Tupperware's special requirements. Several site visits to Darwin by the event organiser, which were assisted by the *NT Convention Bureau*, enabled the development of a strong network of reliable local suppliers.

The conference organiser indicated that the very obliging service provided by Darwin-based companies such as "*Allabout Party Hire & Events*", who assisted with the conference dinner themeing, and also the *Crazy Acres* farm shop at Berry Springs who provided picnic lunch catering, greatly contributed to the ease of event organisation. They also advised that the service and attention provided by the *Darwin Convention Centre* was "exceptional."

The Execution:

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

Two official social events were held as part of the conference and they featured some of Australia's most well-known entertainers. Songstress Dami Im, winner of a popular Australian television talent competition, performed at the opening event which was held at the *Darwin Convention Centre*. The NT Indigenous troupe 'One Mob Dancers' also provided the traditional 'Welcome to Country', along with a cultural dance presentation. The NT's own international star, Jessica Mauboy, was the sensational headline act at the conference closing event staged on the expansive lawns of *SKYCITY Darwin*.

On other evenings of the conference, various off-site functions were held by *Tupperware* Directors and their management teams at a range of Darwin restaurants and venues in the Darwin CBD, as well as those located at the Darwin Waterfront Precinct and at *SKYCITY Darwin*.

An Activity Picnic Day was held for 200 specially-qualified delegates. This relaxed full day excursion combined a wetlands cruise at the Corroboree Billabong, located just over 100 kilometres from Darwin, which was followed by a picnic at scenic Berry Springs.

Catering was provided by the *Crazy Acres* farm shop at Berry Springs. This 25 acre mango farm is renowned for its fresh, local cuisine including its special homemade ice-cream and damper bread. A delicious Ploughman's picnic lunch was prepared and naturally, was packed and served in Tupperware's picnic-ware. A range of Indigenous cultural activities such as clap-stick painting were offered during the day, with participants also enjoying a swim in the beautiful Berry Springs waterhole, before their return to Darwin.

Special NT touches:

A VIP function for a select group of delegates was held at the *SKYCITY Lotus Lounge* on the Sunday evening.

This event incorporated an awards ceremony for the “Top 10” Tupperware Managers and not only featured an exclusive meet-&-greet session with songstress Jessica Mauboy but also included an up-close & personal encounter with some baby crocodiles and their handlers from *Crocodylus Park* in Darwin.

Most memorable aspect of the entire event:

Organisers advised that the final night dinner under the stars on the *SKYCITY Darwin* lawns was a definite highlight of the event. With perfect weather, catering and entertainment, the evening was a hit with delegates and all in attendance.

Any pre and post touring undertaken in the destination?

Organisers advise that a number of delegates undertook pre-conference touring, primarily in the Top End. Most itineraries included a visit to Kakadu National Park and the *Jumping Crocodile Cruise* on the Adelaide River, some 60 kilometres from Darwin. Those arriving in Darwin prior to the conference also enjoyed a visit to Darwin’s world-renowned *Mindil Beach Sunset Beach Markets*, which took place on the Thursday and Sunday evenings.

The Verdict:

The event organiser was delighted with the NT event and Tupperware management and delegates were also effusive in their praise.

“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.”

We hold the conference as a means to recognise, reward and train our salesforce and with 500 people in attendance, including about 10 from the NT, we feel that we’ve achieved our aim.”

Charles Henry

**Managing Director Australia & New Zealand & Senior Area Vice President Asia Pacific
Tupperware**

“I wanted to pass on my thanks to each and every one of you, who worked so tirelessly, and with such enthusiasm to make the Manager Conference the success that it was. You have all out done yourselves, and the whole conference was a credit to the company.”

Louise Miller

**Director, Australia & New Zealand
Tupperware**

“Thank you for an awesome conference! The food at the final dinner was outstanding especially for 400 plus people! Everyone is leaving excited!”

Natasha Yannuccelli

**Director, Australia & New Zealand
Tupperware**

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