

# Media Release

## BUSINESS EVENTS CASE STUDY – Amway Greater China

<b>Client:</b>	Reliance Shipping & Travel Agencies
<b>Event:</b>	Amway Greater China Leadership Seminar (TBA)
<b>Delegates:</b>	5793 (in 6 waves)
<b>Delegate days:</b>	6 Plenary Sessions (morning tea & lunch) 6 Gala Dinners
<b>Date:</b>	05.03.07 – 24.03.07

The Amway Greater China Leadership Seminar was held at the Gold Coast Convention and Exhibition Centre (GCCEC) in March 2007.

The incentive's purpose was to reward and celebrate the achievement of over 6,000 of Amway Greater China's high achievers. The guests travelled from various countries including China, Hong Kong, Macau and Taiwan to attend this special event which was a huge success. It was just over two year's from the initial meeting with Amway to the first wave of guests arriving on the Gold Coast. Amway was attracted to the Gold Coast by the joint effort of teams from GCCEC, Gold Coast Tourism and Tourism Australia (Asia).

The first meeting with Amway was initiated by Tourism Australia in August 2005, where 12 products from Australia were invited by Amway Guangzhou to showcase Australian product, destinations and services to a large contingent of Amway Greater China representatives. It became evident very quickly that this invitation came off the back of a very successful incentive hosted by Sydney in January 2004. The success of this first incentive proved to Amway that Australia was more than ready for this very large event and Amway Greater China was confident of success in other Australian destinations. The announcement of the Gold Coast as the 2007 destination was confirmed in June 2006 immediately following their Singapore event.

There were six waves in total, each with a capacity of approximately 1,200 guests and were conducted over a three week period during March 2007. Being the first incentive of its kind to be held at the GCCEC presented challenges but none that couldn't be overcome. The organisers were very particular to deliver on the best result for the Amway guests and some changes were made with precision timing, particularly for the first couple of waves. The close relationship with the representatives from Reliance (Operator), Amway, GCCEC team members and Peter Jones Special Events was paramount to the success of this incentive and worked exceptionally well throughout the entire event. The main component for success came through positive attitudes, passion to deliver a special experience and total flexibility to all of the guests' requirements, sometimes last minute and lots of lollies and Red Bull for the team.

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GCCEC anticipated there could be difficulty with the language so embarked on a recruitment campaign approximately six months prior to the event for Mandarin and Cantonese speaking team members throughout all our service areas, facility cleaning, security and operations. GCCEC also conducted cultural awareness courses for every team member including management.

The economic impact to the Gold Coast during this event was approximately \$20 million and delivered over 12,500 room nights at 12 hotels and apartments.

The gala dinners were certainly the highlight of the event with Peter Jones Special Events appointed to create the WOW factor. Having never worked with an Asian incentive of this magnitude before and with only three months to put it together he appointed two staff to work solely on the event. It was visually spectacular with roving performers, high end production and especially made components including glass top tables and a 32m x 7.5m stage with in-built ramps for the rollerblading and roller-skating acts. Amway Greater China brought their own MC's and all announcements were made in Mandarin. This spectacular dinner even included an English singing ABBA cover band, every detail being approved by the organiser.

The menu for this event was carefully created to cater for the diverse dietary requirements of the guests. Menus were designed for VIP guests, with special attention to the Vegetarian and Halal guests. GCCEC employed a chef from the local Halal Malaysian restaurant to assist in assuring that everything was planned and implemented to perfection. Selecting cuisine for the carefully constructed menu involved over four months preparation and in excess of 400 menu items that were forwarded via email before the team made their final decisions. The greatest challenge during the event was ensuring the purchase of 6,000 lobsters – all being the same size and weight. This challenge was successfully overcome as the GCCEC sourced 2,800 from Western Australia, 1,400 from Papua New Guinea and 1,800 from the Torres Strait. The fastest four course meal served was on the evening of the first gala dinner where entrée, soup, main course and dessert were all on the table within 58 minutes flat to 1,187 guests. The greatest challenge GCCEC Chef, Michael Fletcher, faced was correctly calculating the supply and demand of food and beverage over the service period. However, with careful pre-event planning, he managed to avoid this problem altogether.

Some interesting facts from Amway Greater China was that 114,000 individual pieces of cutlery were sorted, washed and polished along with 19,000 soup bowls and 42,000 glasses.

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**TAMMIE READINGS**

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