

CASE STUDY

# CAIRNS PUTS ON A SHOW FOR AMWAY CHINA 2019

**BUSINESS EVENTS  
CAIRNS & GREAT  
BARRIER REEF**  
*The natural place to meet*



## CAIRNS HAS WRAPPED UP A MAJOR INCENTIVE PROGRAM WITH OVER 6,000 AMWAY CHINA BUSINESS OWNERS VISITING THE REGION FOR THE FIRST TIME.

In waves of over 900 guests, top performing sales agents experienced the Cairns and Great Barrier with bespoke experiences ranging from wildlife encounters to fine dining.

A highlight of the recent event was the gala dinner that immediately followed Amway's business sessions. Designed and organised by Encore Event Technologies, guests were treated to a spectacular experience including a seafood feast, artificial reality, multimedia and robotics show, choreographed dancers and a live concert for the main act.

*"The gala dinner that followed business sessions was a logistical feat seamlessly delivered thanks to the collaboration of all parties - from Encore to Ochre Restaurant right through to our local food producers, transport providers and the venue."*

**ROSIE DOUGLAS, GENERAL MANAGER**  
Business Events Cairns & Great Barrier Reef

### GALA DINNER DESIGN & ENTERTAINMENT

The design included a 270-degree giant screen that wrapped around the inside of the venue, table-theming which incorporated lighting design, customised soundscapes and roaming performers. All elements came together to take the sales agents on a journey through the dinner theme: **'From the Rainforest to the Reef'**.

The Gala Dinner Opening sequence featured the edgy Million Volt Man. The entertainment also included the artistic and beautiful Fabric Ballet and an augmented reality act incorporating a choreographed performer attached to a robotic arm.

A major highlight was the 'underwater section' of the evening's journey. The 'Fish Medley' act included a singing and dancing animated multimedia fish on computer controlled Robotic

LED screens that moved with the music. Custom designed tropical reef inspired centrepieces decorated each table, each individually lit with both intelligent pin-spotting and wireless dmx battery powered lighting for every table. In addition, illuminous head dresses were supplied to sales agents, so that they could feel part of the theming for the event.

In addition, at the completion of the four performance segments, sales agents were treated to an amazing high energy performance by The Voice China star Uni Yeh performing with a live band and a team of local dancers.

*"The guests were blown away by the 270-degree multimedia projection, holographic projection and synchronized robotics. The creative event design was matched with cutting-edge use of technology to create an amazing experience for guests."*

**ANDREW MACCOLL**  
Encore's Show Producer



## A UNIQUE VENUE

Amway chose to enhance the attendee experience by selecting a new and unusual venue for the event and the newly constructed wing of the Australian Artillery and Armoury Museum was perfect for both the Gala Dinner and Business Sessions. The venue is the largest military vehicle museum on the southern hemisphere. The sales agents were treated to a specially created Tank Show in the parklands behind the museum featuring some of the best of these rare and historical vehicles, including dramatic gun blasts and explosions created with pyrotechnics.

However, this unique venue presented major challenges as an event venue; it came without rated rigging points, three-phase power, guest Wi-Fi facilities and air-conditioning.

*"Working in such a unique venue had its challenges, but also many benefits in that it allowed our team the opportunity to maximise their creativity to bring to life a blank canvas. Special Event Director, John Schryver designed a truly unique and immersive experience which will undoubtedly be remembered long after the event. The team bought his design to life and delivered the series of events flawlessly."*

MR MAGAFA

## A SEAFOOD FEAST

Cairns' fresh local produce and seafood was a key component of the gala dinner with a seafood feast delivered to tables in large clam shells. Over the course of the event, there were 2,000 clam shells filled with over 6,000 mud shells and 2,000 kilograms of fresh local prawns served to guests.

Ochre Restaurant and Catering worked closely with Encore to plan and deliver the gala dinner including tight turn arounds with three courses served in just 75 minutes. A designated area of VIP guests received silver service with plated main meals whilst the remaining guests enjoyed a banquet style meal.

Tony Chamberlain, Managing Director, Encore, said it was an honour to work with Amway China again especially in such an iconic and unique Australian location.

*"The team have been engaged in meticulous planning for months after winning the bid to manage this event. On-site we managed 20 days of install and rehearsals. Then the team delivered both Business Sessions and the Gala Dinner for each of the seven waves. Our goal was to create an event that showcased the beauty of Far North Queensland while also demonstrating what is possible for a creative business event. Our talented team achieved all this and more, in a challenging venue. This event will go down in Encore history as one of the best."*

TONY CHAMBERLAIN  
Managing Director, Encore

## ENQUIRIES

For media enquiries and interviews with featured Encore team members, please contact:

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OVER 6,000 AMWAY BUSINESS OWNERS ATTENDED BUSINESS SESSIONS AND GALA DINNERS IN WAVES OF 900 OVER THREE WEEKS AS PART OF THE 2019 AMWAY CHINA LEADERSHIP SUMMIT

EVENT HELD AT THE AUSTRALIAN ARTILLERY AND ARMOURY MUSEUM - THE LARGEST OF ITS KIND IN THE SOUTHERN HEMISPHERE

GALA PROGRAM THEMED 'FROM THE RAINFOREST TO THE REEF' FEATURED A 270-DEGREE MULTIMEDIA PROJECTION AND SEAFOOD FEAST

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