

National Retailer, Energetic Summit in the Tropics



Iconic beachfront resort with multiple indoor and outdoor venues

QUICK FACTS

Event Venue: Sheraton Grand Mirage Resort, Port Douglas

Professional Conference Organizer: Totem Group

Industry: Australia-wide Retail Distributor

Duration: 3 Days

Number of Delegates: 190

Event Type: Annual Brand Summit

In May 2022, the Sheraton Grand Mirage Resort Port Douglas welcomed 190 delegates from an Australian independent retail brand for a three day conference, expo and celebration of annual achievements.

Off to a good start!

On the first day key stakeholders were greeted with a working lunch buffet in Feast Restaurant, followed by a Welcome Reception for all delegates. Held outdoors next to the Resort's lagoon pools, attendees were treated with several hours of gourmet roaming canapés and a completely customized drinks package. As the end client specializes in beverage sales, suppliers sent stock by pallet to the Resort in the weeks leading up to the event for delegates to indulge throughout the three-day Summit.

Supplier Showcase

Networking, conferencing and showcasing were also a focal point of the event. On day two, the Glade Pavilion acted as a supplier showcase and exhibition center before transforming into a conference plenary for day two.

Off Site Activities

Delegates spent their final day in Port Douglas participating in golf, fishing or reef-tour related activities before attending an offsite gala dinner set amongst the region's iconic sugarcane fields.

After Party

The three-day event concluded with the exclusive use of the Daintree Bar & Lounge for an after party until 2:00AM.

The Event was coordinated by Tanya Wick at Totem Connections, with AV supplied by Microhire.

Contact sales.portdouglas@sheraton.com for more information

"There is a reason why you are the best in town ..."

"Thank you so much for your dedication and efforts to create a successful event all around, the hotel and their staff have been amazing, could not fault them, magic. There is a reason why you are the best in town and every PCO wants their group to stay with Sheraton Grand Mirage Resort Port Douglas - simply the best!"

Tanya Wick, Head of Totem & Group Marketing, Totem Connections

