

# CASE STUDY



FEB 2017

THE EVENT

**SITCORE EXCEEDS PARTNERS EXPECTATIONS**

**SITCORE Partner Advisory Council – APAC**  
Hyatt Hotel and Sala Bua, Impiana Resort, Phuket, Thailand

# case study

## SITECORE EXCEEDS PARTNERS EXPECTATIONS

### THE BRIEF

A high-level executive event for a select group of business partner executives and senior global and APAC Sitecore executives to meet and discuss the needs and challenges of partners throughout the region. The PAC meetings drive company and partner investment strategies for years to come and so are a serious commitment by management and partners.

The event itself included meeting facilities, an exciting but casual welcome dinner and a formal off-site banquet and tour.

### THE SPEC

- 33 delegates
- All accommodation, travel and transportation
- Meeting facilities plus informal break out areas
- Welcome dinner, informal dining plus executive banquet (off-site)
- Translators as required plus a transcription of the meeting
- On-site local language plus English speakers
- Branded themed materials – lanyards, notepaper, pens and signage

### THE CHALLENGES

1. Finding a location that was accessible to delegates from a wide region
2. Coordinating travel and transport arrangements
3. Providing translation facilities for a broad mix of languages
4. Find a suitable venue for the executive banquet

## THE CHILL OUT SOLUTION

### Chill Out before Dinner

Chill Out! had already run several PAC events in the UK and Europe so we understood the importance of this event for the APAC region. Having worked in the region before, we talked with our local contacts to suggest suitable locations and venues to meet the brief. From a list of options, we agreed with the client to use the Hyatt Hotel on Phuket island in Thailand as best meeting the travel requirements.

Coordinating travel, transfers and transport are all part of the day job and Phuket has a good infrastructure for group travel. However, the geographic spread and time differences of the various customer and partner delegates did require a serious amount of coordination with our local contacts and flexible meet-and-greet transportation – but everybody got there in time to chill out before dinner!

### The Meeting

The meeting facilities were inspirational as can be seen from our gallery. We worked closely with both our local agent and the hotel to source multi-lingual translators and transcribers for the meeting. Detailed notes were made available to all delegates shortly after the sessions.

### Executives Dining Out

The Hyatt Hotel was a wonderful venue and an elegant host for the meeting. The arrival dinner in the Pool Bar was extraordinary with selections of regional food with a local twist to make our guests feel welcome. The meeting facilities and on-site support were excellent.

The Sala Bua restaurant in the Impiana Resort provided a spectacular beach front location for a fabulous meal which impressed everyone – even us! The central location allowed our delegates to go walkabout and sample the local life in Phuket. Our delegates all managed to rendezvous with the return transport and the business discussions continued happily into the evening back at the hotel.

### Summary

Having previously developed good relationships with local contacts, we were able to make recommendations that exceeded our clients' expectations. Careful planning and clear communication can make delegates feel welcome and valued throughout the event, from their initial registration through to the flights home.

### Another Happy Customer



Thank you Julie for all your help organizing our recent PAC. We had great feedback from our partners on the location and the seamless organization. We could not have done this without your support!

GALLERY

