



CASE STUDY

THE DISTRIBUTORS ALL STARS REP CONFERENCE 2025

ALL STARS REP CONFERENCE

★★★
20-22 JUNE 2025

GOLD COAST



CONFERENCE OVERVIEW



Client: The Distributors



Audience: 150+ All Stars Sales Reps, program partners, and employees



Venue: 2 nights at The Mercure Gold Coast Resort



Budget: \$200,000 total, to cover planning, venue and dining, entertainment, conferencing, registration management and promotion

We planned and delivered a two-night learning and networking conference for our rewards client, The Distributors. The event brought together members from across the network to connect, inspire, upskill, and ultimately drive growth through the All Stars program, delivered by Gratificii.

From venue sourcing and negotiations to custom branding, promotional strategy, and on-site networking facilitation, we created a standout experience with a lasting impact.



EVENT PLANNING, BUT SMARTER

Our event strategy wove the conference goals – upskilling, inspiring, engaging, and connecting – into every detail.

Expert negotiation: Every dollar of the budget was maximised to deliver real impact and a VIP experience — without overspending.

Setting up for success: With limited time to achieve our client’s goals, every minute was planned for maximum effect, including ice-breaker team bonding, pre-event questionnaires, and more.

Maximising value at every touchpoint:

- Premium dining and drinks packages
- Expanded conferencing and breakout venue hire
- Luxury king-size room upgrades at exclusive rates
- Custom welcome packages and room gifts





VENUE & DINING

The Mercure Gold Coast Resort ticked all the boxes, with conferencing, dining, and team-building activities all on-site. Even better, we secured exclusive rates on premium canapés and decadent three-course menus – ensuring attendees were well fuelled for full days for learning.



Our vibrant Poolside Oasis Welcome Dinner featured sunset drinks, a complimentary welcome cocktail on arrival, and live cooking at each station.

Delegates also enjoyed daily buffet breakfasts, a grazing-style conferencing lunch, and a premium two-course set menu with beverages for the 1920's-themed Gala Dinner.

TEAM BUILDING ACTIVITY

Nothing gets people talking like a little friendly rivalry. To break the ice, we partnered with expert facilitators from ‘Be Challenged’ to deliver a Survivor-style challenge designed to spark connection and collaboration.



Over two action-packed hours, teams tackled tug-of-war battles, brain-teasers, and group challenges — all crafted to break down barriers, encourage teamwork, and spark real connections across the network.

SURVEY RESULTS

Do you think the group activity (Survivor) helped break the ice with other delegates?



ENGAGING CONTENT

We set out to keep delegates engaged and energised from start to finish, crafting a schedule that blended company updates, inspiring guest speakers, and hands-on workshops — ensuring every session was both valuable and memorable.



Practical workshops

Our team ran small, hands-on sessions for each supplier, showing them exactly how the platform works and sharing tips to get the most out of it. These workshops were all about giving people the tools they need to feel confident and succeed.



Delegate input

Before the event, we asked All Star Reps what they wanted to learn. We used their responses to shape the conference content and provide answers to genuine questions.



Inspiring guest speakers

Two keynote speakers shared powerful stories of resilience, grit, teamwork, and determination — energising the room and leaving attendees with lasting inspiration.

SURVEY RESULTS



87%

Reported increased knowledge of the All Stars program from the conference

ALL STARS GALA DINNER

We transformed the Master Ballroom into a 1920s Gatsby soirée, complete with themed costumes, live dancers, a DJ, and branded cocktails.

The night included a two-course alternate set menu, a complimentary upgrade to a 3-hour premium beverage package, and an after-party at The Cart Bar — all with the venue fee waived.

Takeaway: A strong theme, cohesive entertainment, and premium food and beverage options, created a memorable, high-energy finale that kept delegates connecting long after the formalities ended.

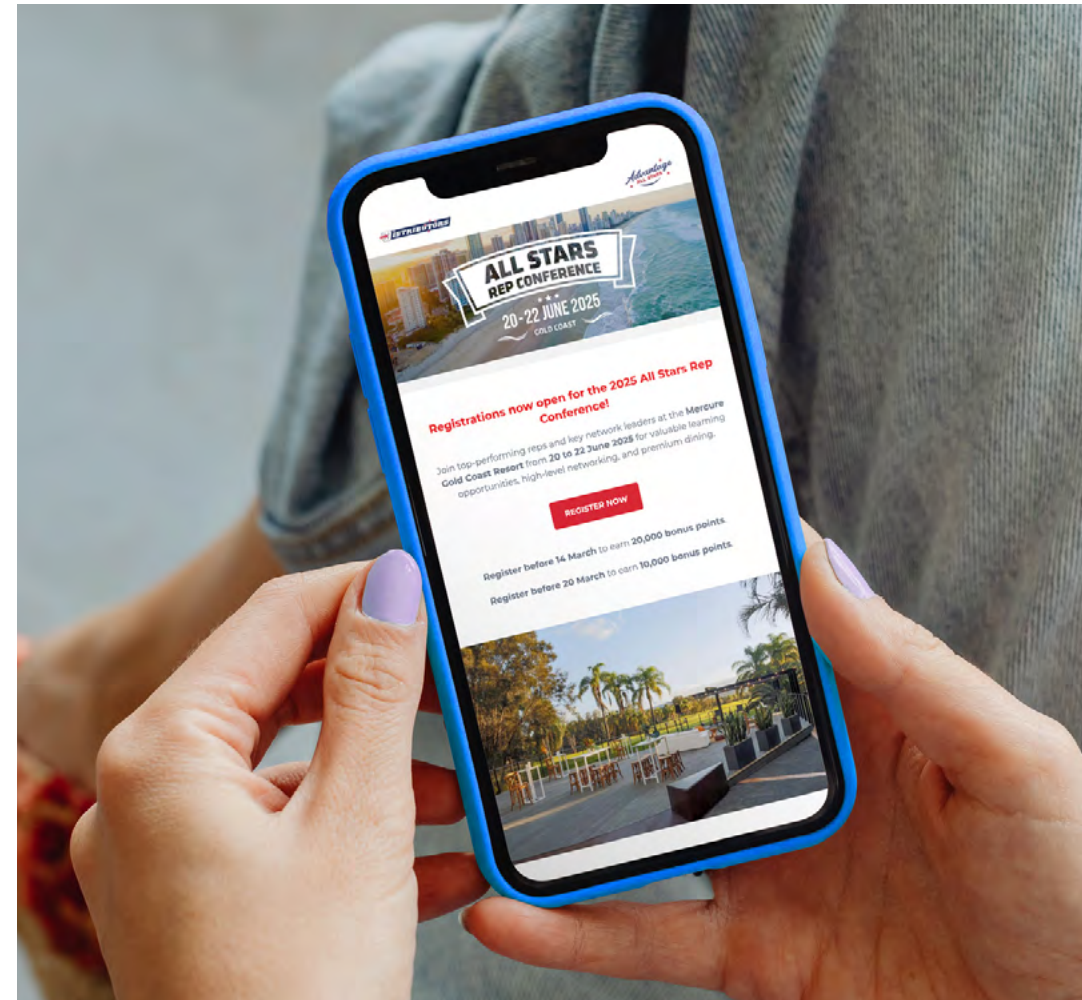


PROMOTION



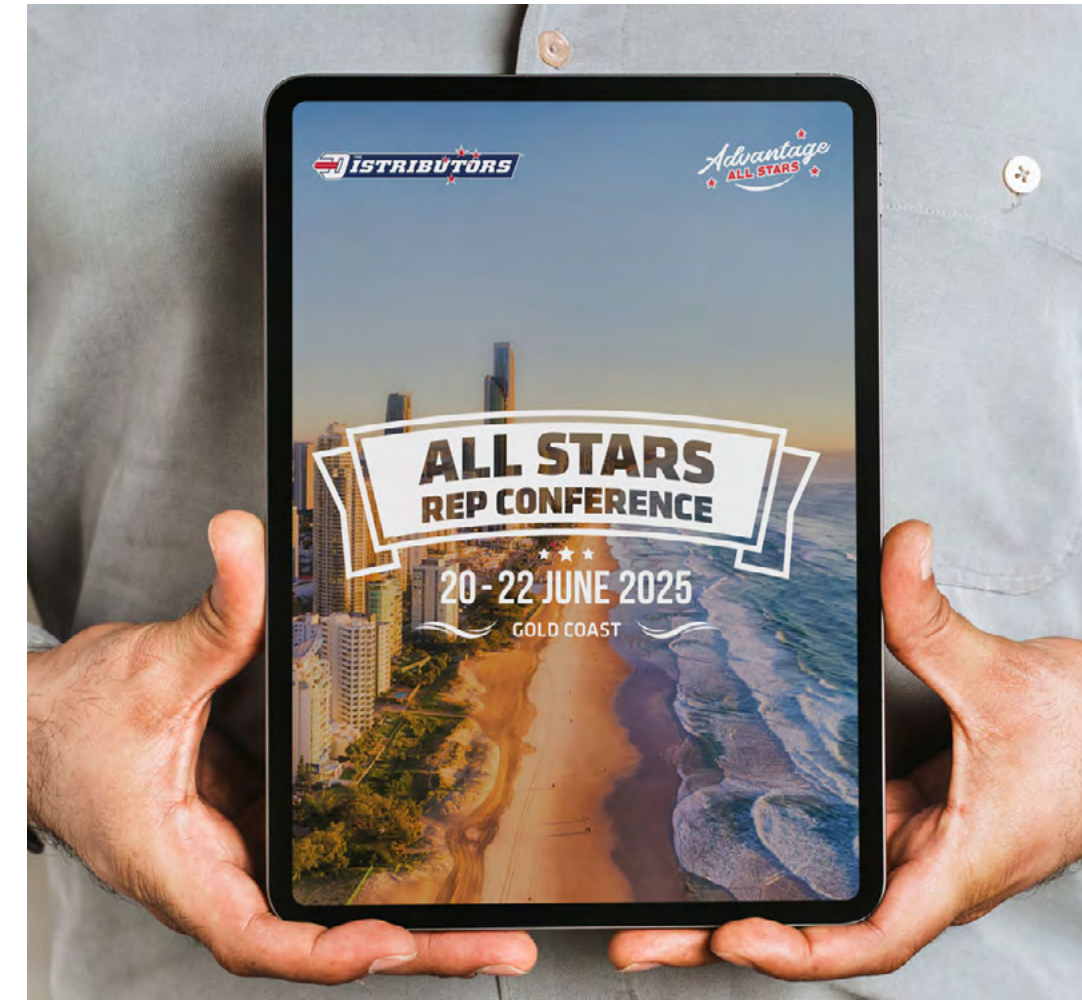
Brand & content

We established recognisable conference branding to keep messaging consistent and engaging across all promotional materials. From a custom registration website to a promotional handbook, all design and messaging was carefully crafted to inform and energise delegates.



Promotional emails

Our targeted email campaigns featured clear, benefit-driven subject lines and CTAs, consistently achieving open rates of 40%+ and driving half of registration capacity in the first two weeks of launch.



Survey engagement

We created tailored pre- and post-event surveys to gain key insights and ensure attendees felt heard. With well-timed reminders and All Stars point rewards up for grabs, we achieved a 50% completion rate among attendees.

SURVEY RESULTS



40%+

Average open rate for promotional conference campaigns



100%

Attendee capacity achieved before the conference



SURVEY FEEDBACK

Over 50% of attendees completed the post-event Rep survey, with key conference highlights reported as:

- Meaningful connections made during the team-building activity
- Inspiration from guest keynote speakers
- Theming of the Saturday All Stars Gala Dinner
- Uplifted motivation and All Stars program knowledge

SURVEY RESULTS



99%

Rated 4 or 5 stars for overall conference experience



88%

Enjoyed the theming and entertainment during the Gala Dinner



87%

Increased knowledge of All Stars program during the conference



96%

Made valuable connections during the conference



LEVEL UP ENGAGEMENT WITH YOUR NEXT EVENT

Let's chat!

 enquiry@gratifi.com

 www.gratifi.com