

One of the “**Best Places to Work**” turns to ‘**Where Passion Defines Service**’

Background

Our client is an international outdoor footwear company young in spirit, adventurous by nature and conscious of caring for those around us. Cantrav is their Whistler based DMC to manage all aspects of their destination requirements including hotel for 260 top sales reps from around the world.

Goal: to provide the best meeting and event experience possible and to create an environment that inspires action when they return to their home bases. Cantrav will focus on the destination allowing our client to focus on meeting content, product knowledge and delivering it all while staying true to their corporate culture – Create (possibilities), Play (and enjoy the fresh air) and Care (for the world around you).

Action Plan: Maximize opportunities and match resources to provide best springboard and platforms allowing client to focus on delivering product knowledge to key personnel. We did this by Creating, Playing and Caring.

Some of the delivery

Merchandising ‘platforms’. ‘*We are not the norm - give us something different.*’ Five merchandising categories were set up in five strategic and unique venue locations on Whistler and Blackcomb. The group divided into smaller units and rotated through all the locations using gondolas and chairlifts to access the locations.

Sustainable materials –

- for building the registration desk and lobby space definitions
- buffet displays built up with items such as old toboggans, reclaimed broadcloth (the un-linen) and recycled window frames
- “cork ornament” activities built into the activity day for those that choose inside
- Trailhead display using existing logs, stumps, slate and stone fountain bases (to emulate a creek) to be used at the Roundhouse
- Pallet walls – material options for product display.

Ask and ye shall receive! “**Find us a place where we can just have a big bonfire and bbq and listen to some great music, and play,**” they said. So we created. They all played. Everyone cared – big impact leaving a light footprint.

“**You are always planning the unexpected**” our high-touch service model ensured we delivered our promise. We love it when a plan comes together!



Event images by Coast Mountain Photography