

ALTOUR

Paws & Purpose

HOW ALTOUR DELIVERED A SIGNATURE LEADERSHIP EXPERIENCE

TYPE OF EVENT: **CONFERENCE & TRADESHOW**

INDUSTRY: **VETERINARY**

ATTENDEES: **950 PEOPLE**

LOCATION: **CAESARS PALACE, LAS VEGAS**

ALTOUR was engaged to manage our client's most important event of the year: a three-day leadership meeting for 950 attendees at Caesars Palace, Las Vegas. The program combined leadership presentations, two full days of professional development, a high-energy supplier trade show, and a meaningful CSR activation. Designed to connect internal stakeholders and external partners, the experience delivered real value through intentional planning and memorable moments, creating connection and participation across every touchpoint.





OBJECTIVE

Deliver a seamless, premium three-day leadership experience that aligns executives and internal teams on priorities, strengthens relationships with key external partners, and drives high participation across every component of the program, from leadership presentations and professional development to the supplier trade show and CSR activation. The event needed to operate at scale for 950 attendees with flawless logistics, real-time communication, and consistent brand execution, while maintaining tight budget governance through clear visibility, cost control, and transparent reconciliation.

APPROACH

ALTOUR served as the client's end-to-end event partner, leading venue sourcing, registration and list management, trade show logistics, an onsite swag store, and full program execution. We delivered an onsite event app and coordinated badge printing with real-time updates throughout the program. Planning was highly collaborative: we worked closely with the internal planning committee through weekly calls and day-to-day coordination via Teams channels, keeping stakeholders aligned on timelines, deliverables, and rapid decision-making.

HIGHLIGHTS

The program blended executive leadership content with two days of professional development, complemented by a high-energy supplier trade show and an impactful CSR experience. Operationally,

ALTOUR managed everything from dock schedules for exhibitor freight and vendor setup to executive transport and continuous onsite adjustments. Communications stayed dynamic through shared tools and instant app updates, ensuring attendees always had the latest information, whether for a room change or a surprise guest speaker. The onsite team handled arrivals, badge printing, trade show flow, and the CSR build out, guiding attendees as they packed kits for disaster-affected pet shelters.

STANDOUT MOMENT

The CSR activation created a powerful shared purpose: attendees assembled more than a dozen pallets of pet disaster relief kits, filled with food, bowls, leashes, and toys, donated to shelters recovering from wildfires, hurricanes, and floods.

OUTCOME

The event succeeded on every level, polished, responsive, and emotionally resonant, while also delivering strong financial results, including nearly \$1M in cost savings through strategic sourcing, volume leverage, and vendor partnerships. ALTOUR ensured transparency through budget visibility and reconciliation, and partnered exclusively with properties trained in anti-human trafficking prevention, aligning delivery with client expectations and shared values. More than a meeting, the program reflected purpose, partnership, and thoughtful execution, exactly what ALTOUR brings to every experience.

