

## MEDIA RELEASE

Atlantic Group [v] recently hosted a Sydney client famil to Docklands targeting 8 Sydney companies to experience what the Docklands has to offer. Says Sarah Seddon, Marketing Manager of Atlantic Group [v], 'We figure in this climate, when the going gets tough, the tough get creative! We are not sitting on our hands waiting for the business to come, we are going out there and bringing it to us!'

The famil involved flying key prospective clients from Sydney with the promise to showcase what Central Pier has to offer for events. Many Dockland businesses came on board to highlight what else there is in Docklands to see and do. The itinerary was jam packed with activity including a walking tour of Docklands coordinated by Vic Urban, a personalised shopping tour at Harbour Town, bar school at Alumbra, an interactive cooking experience in Sumac's kitchen and a cruise on luxury yacht Veeword ! Quest apartments in Docklands was the home away from home for these Sydney siders during their stay.

The clients who were from ANZ, Amway, Research Australia, Russell Investment Group, Thales, Westpac and Destination Marketing Services were blown away by what Docklands had to offer and went back to Sydney exhausted but promising to tell all their colleagues but importantly send business our way



For further information:

Sarah Seddon

Marketing Manager

Atlantic Group [v]

Ph 613 8623 9615

Email [sarahs@atlanticgroupv.com.au](mailto:sarahs@atlanticgroupv.com.au)