

Case Study 3 – Argentina

Event Type: High End Incentive Conference / 7 nights
Numbers: 80 qualifiers
Budget: \$10,000 NZD Per Person
Client Brief: Offer delegates new and exciting experiences to a group who have “been there / done that”



What We Did:

Research and development of full program and full conference management thereafter. Development and then full management of post conference extension options.

- Iguazu Falls- helicopter over / speed boat under and a trip into Brazil to see the Brazilian side of the falls
- Visit to the Jesuit Ruins
- Tango Lessons
- Buenos Aires City Tour
- Opera Pampa dinner and show
- Gala Dinner with Evita performance
- Day trip to Colonia del Sacramento
- Argentinian BBQ dine around
- Recoleta Cemetery tour
- Gaucho Ranch experience
- Et Tigre Tour

Challenges:

A week prior to flying the flight schedules were changed which put our program out by 12 hours. It was quite a challenge, with such a limited amount of time to re-arrange the program to still include all the events and activities that we already had organised, especially with the time difference. Our robust risk management plan stepped into plan and the event was delivered seamlessly.

Another challenge was keeping to a set budget in a Latin American environment where everything changes at the step in a tango!

High Points:

Flying over the top of the amazing Iguazu Falls and then being rained on from beneath was definitely a ‘pinch me’ moment.

Recoleta Cemetery, which is where Eva Peron is interred is an incredible place and was a definite winner for a number of delegates.

The Gala Dinner held in one of Buenos Aires oldest buildings, especially when the lights dimmed and a spotlight hit the balcony and an eerie, solo performance of ‘Don’t Cry for me Argentina’ began.

Client’s / Delegates Comments:

“WOW! We had our reservations as to whether a destination such as Argentina could deliver an experience worthy of the caliber of qualifiers attending. You guys, with the help of the destination delivered with a knock out punch!”

“Amazing trip, thank you NZCC for a fantastic job.”

“In this area of business, you are at the top”