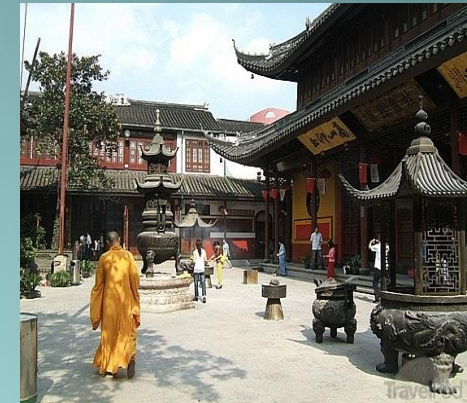


Case Study 5 – Shanghai, China

Event Type: High End Incentive Conference / 7 nights
Numbers: 80 pax
Budget: Confidential
Client Brief: High end incentive reward that must have a structured education component



What We Did:

Research and development of full program and full conference management thereafter.

Development and then full management of post conference extension options.

- Shanghai city side car tour
- A day trip to the water village, Zhujiajiao
- Bicycle Tour of Old Shanghai
- Traditional Tea Ceremony
- River Dinner Cruise
- A Chinese Circus Show

Challenges:

Interpretation of the English language is still a challenge in China so our communications needed to be precise and detailed with little opportunity for misinterpretation.

A continual push was required when presenting enhancements and 'out of the box' changes to their suggestions. We never took 'no' as the answer.

High Points:

Whizzing through Shanghai back streets in a side car. All care and no responsibility!

A bicycle tour around Old Shanghai and visiting locals in their homes.

Not just for the ladies was shopping, shopping and more shopping.

The absolute highlight was listening to the conversations each night when they reminisced about their day over a cold beer. Each day presented them with new and exciting experiences.

Client's / Delegates Comments:

"Excellent conference. Well executed both administratively and operationally; kudos to you all!"

"The exceptional job you guys (NZCC) did co-ordinating this conference once again produced an outstanding end result and genuine appreciation from all our guys (Delegates). Looking forward to next year!"