

Case Study 6 – Incredible India



Event Type: High End Incentive Conference / 8 nights
Numbers: 80 qualifiers
Budget: Confidential
Client Brief: We are taking a huge risk going to India – we trust you to make this happen in a safe and exciting environment.



What We Did:

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

- Elephant Polo on the Maharaja's lawn
- The Amber Fort in Jaipur
- The Taj Mahal
- Cruising in Houseboats in Kerala

Challenges:

The biggest challenge was reassuring delegates that India is a perfectly safe country to travel in; and the "Deli belly" is not the norm.

India is such a vast country and we wanted to showcase more than one location. The challenge was how to experience the truly awe inspiring sights of India without spending the whole time travelling. With the guidance from our India travel partners, we created one of the most memorable programs we have ever developed.

High Points:

Proving that India truly is 'Incredible India', and not a destination to shy away from – but to embrace with open arms.

Playing elephant polo on the Maharaja's lawn in Jaipur, whilst the Maharaja was home was quite an experience.

Seeing the Taj Mahal at sunrise, meandering along the river on a houseboat, slumming it at 6 star Taj Hotels...so many highpoints.

Client / Delegates Comments:

"This was my first incentive trip with [Client]. I've never been a fan of group travel but the experiences you guys managed to deliver are things that we could never have dreamed of doing travelling on our own. We'll definitely be qualifying next year – great job NZCC"

"We have no idea how you did it. India is a country of contradictions from what we saw, and so full on. It must have taken some serious work on your part to put this trip together. And what a trip – there's not a negative comment to be made. Well, other than the butter was a bit firm at breakfast on the last morning."