

Case Study 1 – Live like a Rock Star!



Event Type: High End Incentive Conference / 4 nights, Auckland and Queenstown
Numbers: 60 qualifiers
Budget: Confidential
Client Brief: Reward qualifiers with 'money can't buy' experiences



What We Did:

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

Key Events During Conference:

Hampton Downs / Formula 1 racing with Greg Murphy.

Sailing America's cup yachts with the Ever-Swindell twins.

Private plane charter Auckland to Queenstown with a degustation menu prepared and presented by Simon Gault at The Hills.

Private Concert with Dave Dobbyn at Queenstown Vineyard.

Challenges:

Transport – finding transport to move a group of 80 people in luxury in each region. We overcame this by bringing in further limousines from outside the area.

The Charter Plane was delayed due to weather conditions. The canapés Simon had prepared for the group to enjoy on a mountain top had to be binned and re-made in a very short time at the venue.

On arrival in Queenstown delegates were transferred directly to The Hills where they then enjoyed a degustation dinner rather than the planned lunch.

High Points:

Particular highs were Simon Gault and his enthusiasm, engagement and patience with the delegates.

The second would be the concert with Dave Dobbyn – such an intimate affair, a true 'once in a lifetime' experience.

As the organiser, a high for us was the professionalism and flexibility of those suppliers whose services were disrupted by the plane delay. Makes our job so much easier.

Client / Qualifier Comments:

"This experience far exceeded our expectations! All the hard work was totally worth it. Thank you!"

"Don't know how you guys do it; despite the flight drama you guys have once again pulled off a seamless event with smiles on your faces. If we hadn't been on the delayed plane ourselves, we wouldn't know there had been a huge flight delay."

Great choice of 'Kiwi Icons' for the program, all had so much more to offer than their fame; I'm taking away some valuable ideas and plenty of food for thought."