

# Case Study 4 – Vietnam

**Event Type:** International Conference / 6 nights  
**Numbers:** 180 attendees  
**Budget:** Confidential  
**Client Brief:** Destination and program must maximise opportunities for attendees and suppliers to interact in an environment conducive to networking and developing relationships.



## What We Did:

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

Development and then full management of post conference extension options.

- Cu Chi Tunnels
- Mekong Delta
- Amazing Race around Ho Chi Minh City
- Gala Dinner in Independence Palace
- Halong Bay
- Hoi An
- Hanoi

## Challenges:

One of our main challenges with Vietnam was our delegates. Many had never travelled further than the Pacific Islands and Australia; so Vietnam was seen as another world and outside many of their comfort zones.

With good communication and marketing material alongside an exciting program we executed a very successful and fulfilling conference for all attendees.

We were instrumental in introducing a new culture and created a huge desire for travel in so many people.

## High Points:

Introducing attendees to a different culture in a safe and controlled environment.

'Zipping' through the crazy traffic of Saigon on the back of scooters (all at once!)

The Gala Dinner in the Independence Palace with all guests dressed in traditional "ao dai" or "ao gam".

## Client's / Delegates Comments:

*"Fantastic program, well selected speakers and great opportunities to network in a location that has well exceeded our expectations. Once again, great job NZCC."*

*"This conference met all expectations. I came strictly for networking opportunities and was able to accomplish that successfully!"*

*"Who knew there was a big wide world out there! If it wasn't for you guys, next year we'd be back to Fiji – instead we're going to Honolulu!!"*