

BEST COLLABORATIVE EVENT



**NORCAL ELITE PARTNER  
INCENTIVE  
ADVENTURE**

What do you do when your incentive program client falls in love with a host resort over two hours away from the destination that attendees are under the impression they will be going to and insists on moving the location? What if

these same attendees were not fond of long transfer times and would never agree to attending if they knew a two-hour ride on a motor coach was now required? Through clever planning techniques (by Red Velvet Events, a Global DMC Partner

and Realize Colorado, a Global DMC Partner) and some friendly deception, attendees were sent on a surprise adventure which kept them on the edge of their seats and resulted in the best incentive program to date for our client.

