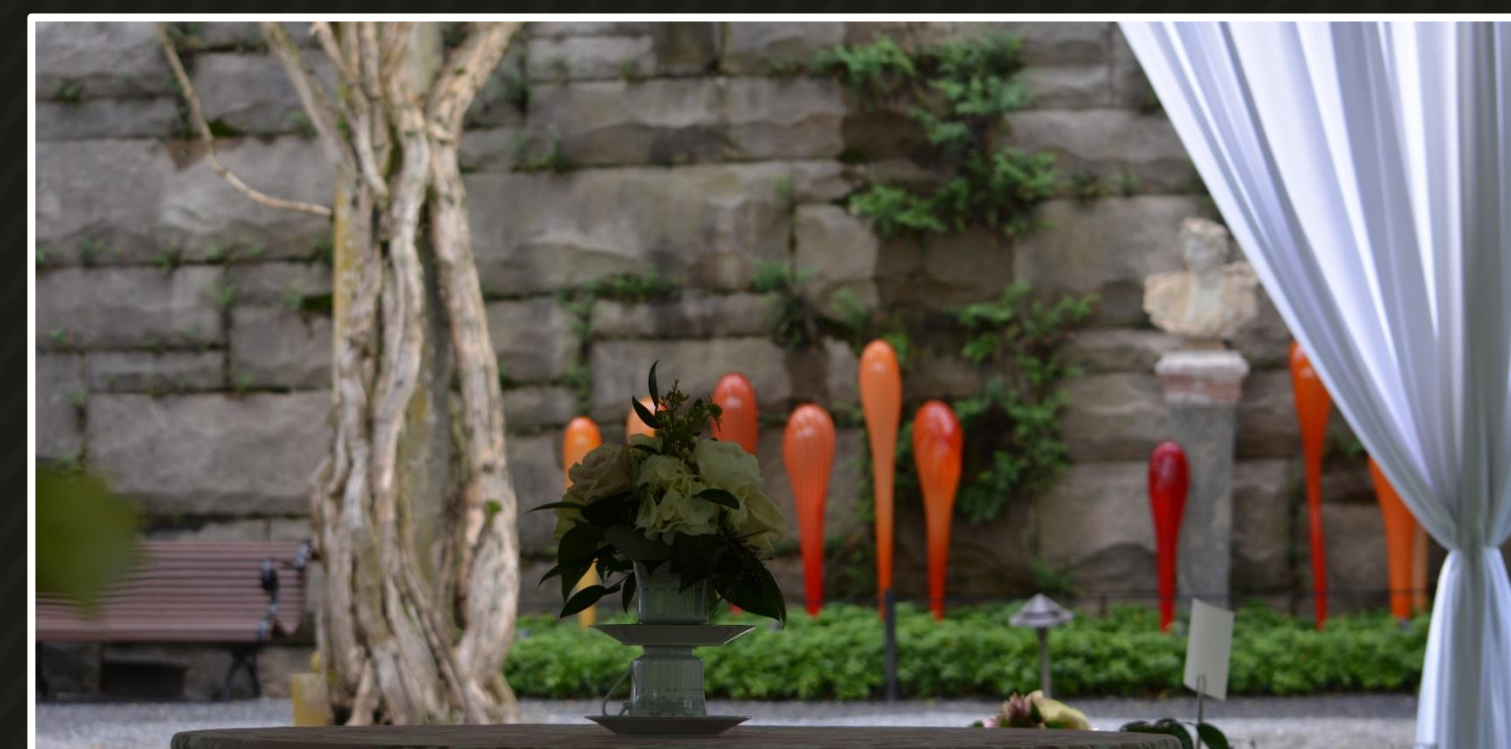




Best Innovative Event Under \$50,000

V.I.P. Appreciation Event



## OVERVIEW

Our client invited 65 general managers to our area for a weekend of activities and tours across multiple cities, all amidst a hurricane that caused multiple road closures and safety hazards. The purpose of the event was to thank the GMs for their contribution and provide them an overview of the long history of the company, from its early American roots until present day. Mosaix Group managed transportation, décor, entertainment, interactive experiences, venue sourcing, and food and beverage services.

## REQUEST

- Design and execute a VIP appreciation event with GMs from across the country to gather in the area to visit multiple cities and historic attractions
- Incorporate the long history of the company in every facet of the event, from the signature drinks to the interactive entertainment

## RESULT

- ✓ The VIPs arrived and were transported to their accommodations on a historic estate that is considered the crown jewel of the region, all amidst multiple crises due to road damage caused by Hurricane Alberto.
- ✓ When the formal dinner venue was blocked due to excessive storm damage, our staff quickly tented a public area on estate grounds, which beautifully incorporated the 'secret garden' themed décor.
- ✓ Attendees also traveled to a nearby town where they were treated to a private concert by one of classic rock's most recognizable acts in a rustic open-air venue.
- ✓ The team faced consistent transportation and storm damage issues but never fell more than 15 minutes behind schedule.
- ✓ According to our client, "Although we experienced a number of difficult, unexpected challenges, Mosaix helped us weather the storm (literally) - their local knowledge and problem-solving proved invaluable."