

2016 ADMEI Achievement Awards

Best Creative Activity – Best Destination Marketing



Name of Event: CDX15 FAM
Location: San Diego, California (USA)
Date: February 2015
Guests: 100+

The Situation

The CDX FAM is an annual program hosted by ConferenceDirect, consisting of the company's top producers and their VIP clients. Each year they select a destination to learn about everything it has to offer. We had the pleasure of partnering with ConferenceDirect, along with the Manchester Grand Hyatt, to showcase some of San Diego's most popular sites as a premier and sought-after destination, while having the opportunity to demonstrate our capabilities as a leading Destination Management Company.

The Plan

As the ConferenceDirect guests arrived in the city they were greeted by professional and courteous staff to start the San Diego experience. Beginning with a Steampunk themed welcome reception, the three-day adventure included a dinner off-site at one of the most exciting new dining and retail experiences—The Headquarters in the Seaport District. During the reception, guests visited Venissimo Cheese to sample cheeses and wines from the area and toured local artisan shops for specialty gifts. During the daytime activities guests were treated to several options for exciting excursions, including sailing on the Aolani Catamaran to handcrafted perfume creations, exclusive aircraft carrier access aboard America's most-visited floating ship museum and finally a local wine, beer and distillery tour to embark on the cutting edge of San Diego's vibrant craft beer culture and distillery scene. There was something for everyone!

The closing night reception aboard the USS Midway docked in the bay provided sweeping views of San Diego. Guests enjoyed the once-in-a-lifetime chance to explore this massive ship privately while sipping cocktails, and feasting on a delicious meal catered by our hotel partner involved in this FAM. To really bring this evening to life, we focused on a "jump, jive and fly" theme with distressed painted oil cans topped with crate tops, wooden mess hall style tables, rustic florals in old ammo cases, and thematic bar surrounds. The evening was not complete without a 10-piece swing band and "Rosie the Riveter" aerial acts.

The Results

Our award-winning performance team offered our expertise on complex transportation logistics, popular daytime activities, and exclusive off-site venues with a local twist to leave a lasting impression upon the guests. The group departed our amazing destination with wonderful memories, new friends and a firsthand snap-shot of all San Diego has to offer!