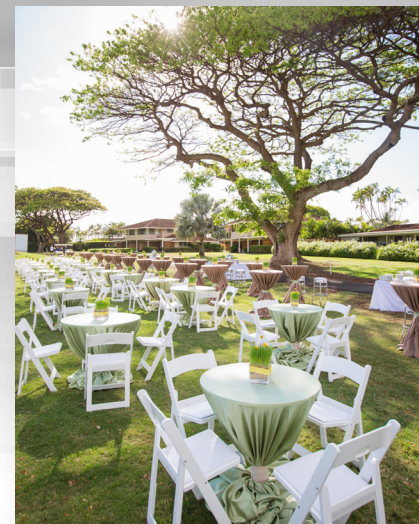


# 2017 ADMEI Achievement Awards

*Best  
Innovative Events  
\$500,001 – and up*



*Name of Event:* Aloha Polo  
*Location:* Maui, Hawaii (USA)  
*Date:* May 2016  
*Guests:* 600

## *The Situation*

A financial and insurance company embarked on the island of Maui for a week full of relaxing beach settings and island activities. To cap off the incentive program, the company partnered with our team to create a farewell dinner which featured a polo-themed event on the 5th Fairway of the Ka'anapali Golf Course for 600 guests. The only issue was it had never been done before in this setting. No problem! Our team was up for the challenge.

## *The Challenge*

No one had ever produced this type of event before so we were stepping on new territory. Maui Polo Club only plays for the club at their home arena (never a private event) and the golf club had never had anyone host a polo game on their course before. It was an adventure for everyone! Once we had the venue and concept, creating the best layout was a challenge with the resources available. The only clear top tent available on Maui was too small for our purposes. So, we built a custom clear top tent just for this event and had it shipped to Maui. The oversized tent had to be positioned in a way that created event flow challenges for the catering staff so a creative twist was made to include additional staffing to properly service all areas of the event. We also needed to ensure the polo match, champagne divot stomp and dinner service were timed perfectly to allow the horses to rest between the periods.

## *The Plan*

The abbreviated exhibition polo match, champagne divot stomp and tented dinner were a feat of creativity, innovation and valuable connections. We had several conference calls and in-person meetings with all key suppliers to walk through the vision, the plan and the logistics to make sure everyone was on the same page and understood who was handling what. Our local relationships helped create creative twists that were highlighted throughout the program and our connections in the community, particularly for this polo event, made an inspiring idea come to life.

## *The Results*

Our clients were thrilled with the gorgeous and unique event. It is clear that we met the client's objectives and truly exceeded their expectations, but the real measure comes from the attendees themselves. In years past, guests have given this program a rating in the low 90th percentile. We are confident in saying that this program was a success as it was rated 98% by attendees – one of the company's highest ratings to date.