

2017 ADMEI Achievement Awards

Name of Event: Unforgettable Get!

Location: San Francisco, California (USA)

Date: June, 2016

Attendees: 1,400

Best Overall Program



The Situation

Our team partnered with a global business management and consulting firm for its International Partner Meeting. The client was looking for a DMC that would bring a strong creative flair, while thinking outside the box to create a program that was an unforgettable event for all participants. Our team needed to present a strong flavor of San Francisco and the West Coast while featuring the hippest, hardest-to-get-into venues and experiences possible. They asked for the “unforgettable get,” an experience unavailable to anyone else and we delivered.

The Challenge

In our eleven years in business, this was the largest, most complex program our system has ever produced. The International Partner Meeting consisted of a six-day program for 1,400 guests from over 80 major cities around the world. This company does not like “standard, off the shelf” options, so every element, from catering to tours to amenities, had to push the envelope in terms of creativity and access. This was particularly difficult for the tour program – finding new and exciting tours that were exclusive, but could be repeated throughout the week and did not break the bank.

The Plan

The week-long program consisted of 16 concurrent dinners at San Francisco’s most sought after restaurants and venues, a Senior Partner Dinner celebrating the newly promoted partners, a technology tradeshow with an outdoor block party, an Urban Winery-themed Celebratory Dinner with headliner entertainment. The six-day tour program was comprised of 89 operated tours with 30 different custom tours highlighting a mix of cultural, active, culinary, and city-orientation options that showed off the best of the Bay Area. We ran 15-25 activities per day including morning, afternoon, and full-day excursions.

The Results

After pulling off one of the largest programs our team has operated it was beyond wonderful to know the client was thrilled with the results, stating that our team was “detailed, flexible and quick to respond in the planning process. Overall operations went very smoothly and the management team was extremely happy with the outcome.”