



BEST INNOVATIVE EVENT

\$100,001 - \$200,000

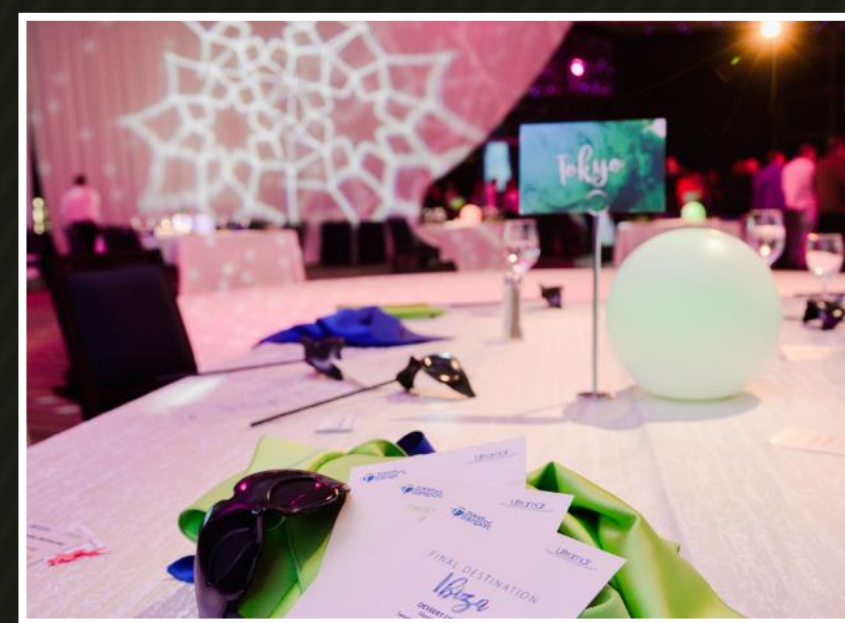
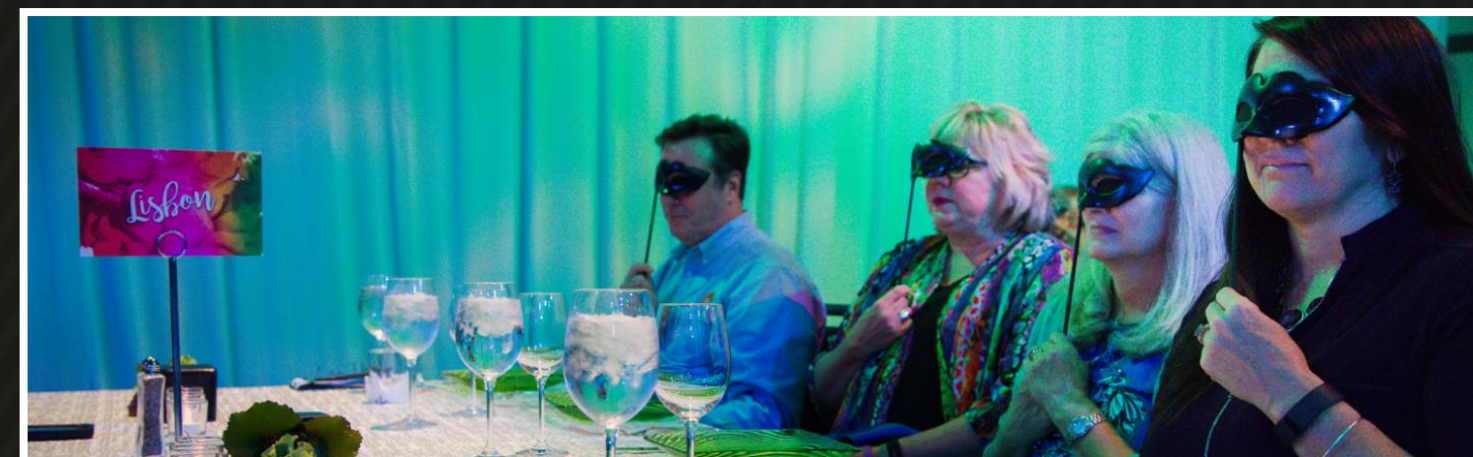
DESTINATION IMAGINATION



📍 OVERVIEW

“Destination Imagination” took guests on a trip to four unique destinations, all without leaving their seats! The evening’s journey began in the airport lounge, with a custom song performed by our flight crew. With blindfolds in place, a team of 50+ transformed the room to the first destination within two minutes!

Much to guests’ surprise, they found themselves in Ireland amidst hues of green, new centerpieces and watching an Irish Step group as staff placed featured drinks and Irish fare in front of them. Three additional courses/transitions featuring Japan, Brazil and Ibiza continued the adventure every time blindfolds were raised!



💬 REQUEST

Our travel industry client tasked our team with creating a unique and memorable experience for their VIP and Suppliers Party, a dinner hosted for their top 100 clients during the Global Business Travels Association Conference. Our team wanted to highlight the travel industry and create a fully immersive environment. The concept of “Destination Imagination” was born!

Our “Destination Imagination” event not only supported and enhanced our client’s purpose, it emphasized their abilities and reach around the globe. The event highlighted four amazing destinations around the world. At every course, the guest’s eyes were covered and they enjoyed sensing and guessing what would be the next experience. It was perfect for the well-traveled hosts and guests of the event who were all members of the travel industry. Our clients share with us that the next day the event was the talk of the tradeshow!

✓ RESULT

- ✓ We coordinated the logistics of shifting an entire room four separate times throughout a 90-minute dinner service, each timing in under two minutes. From the moment guests were blindfolded, an army of 65 total staff – catering staff, entertainers, producers and stage managers – had to work collaboratively and efficiently to ensure that when guests removed their blindfolds, we were completely done and they were in a new environment.
- ✓ Our in-house create team produced five custom entertainment vignettes from scratch, including all casting, choreography, costuming, make-up, music and scripting.
- ✓ Overall, the event went off flawlessly and our clients were thrilled with the results. They thanked us for pushing them outside their comfort zone. Their attendees said it was the best they had ever attended and were already asking what they were going to do to top it!