

2016 ADMEI Achievement Awards

Best Overall Program



Name of Event: Grandmasters 2015

Location: San Francisco, California (USA)

Date: May 2015

Guests: 550 Guests

The Situation

We were presented with the opportunity to be the DMC for the annual global business meeting and dealer incentive program for a high profile automobile company. This group of 550 guests included delegations from 19 countries and each delegation required their own curated program tailored to their interests and budgets. As an incentive trip, the ultimate goal of this trip was to reward the attendees who are the top automotive dealers around the world. The majority of guests were past attendees and the bar had been set high with past events. We worked hand-in-hand with our clients to deliver options that would showcase iconic San Francisco and provide attendees a good sense of the destination, but were also unique and exclusive.

The Challenge

For every success achieved in the operation of this program, there was a challenge during the planning process. This group of 550 guests included delegations from 19 countries and each delegation required their own curated program tailored to their interests and budgets. The attendees' international demographics and the numerous stakeholders were a challenge as we needed to accommodate each country's cultural needs and every menu, timeline, and price needed to be approved by the leader of that country. The lead planners were also international and based in China, which meant that all conference calls and correspondence needed to be scheduled around the significant time difference.

The Plan

Our team worked diligently with the planners to develop an over-the-top program filled with iconic elements and surprise touches that perfectly complimented one another to create a magnificent program for all guests. We chose exclusive buyouts of well-known San Francisco landmarks, the Ferry Building and City Hall, as the venues for their evening events, which served as memorable bookends to this program. The individual country activities and lunches, as well as the country dinners, included a myriad of experiences, such as redwood hikes, private cable car tours, Golden Gate Bridge walks, world-class private wineries, and fine dining experiences which were weaved together to create an unforgettable journey through the best of the San Francisco Bay Area. Altogether, this program was comprised of over 60 events and was an artfully designed combination of logistically complicated transportation, a large variety of tour options, and once-in-a-lifetime experiences that showcased San Francisco and left a lasting impression for the well-travelled attendees and the first time visitors alike.

The Results

Through careful negotiations, strong supplier relationships, and an experienced, creative and dedicated team, we were able to develop one of the most logistically complex and well-rounded programs our office has ever produced. This program easily surpassed the memories of previous incentive trips and left guests knowing they were shown the best of the best and felt acknowledged for their hard work in earning their place on this trip. Each attendee left San Francisco having had a meaningful experience that is sure to motivate them to continued success in their business.