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CRYSTAL AWARDS

e*pi* EVENT PARTNERS IRELAND

# EVENT PARTNERS IRELAND DMC

## LOCATION: DUBLIN, IRELAND

**AWARD CATEGORY** BEST VIRTUAL MOTIVATIONAL EXPERIENCE

**PROGRAM NAME** THE CREAM OF THE CROP

**CLIENT** THE CREAM OF THE CROP



Have you downloaded the App and scanned the QR Code?\*

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Event App in Use

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**“The Cream of the Crop events enabled us to communicate with our clients in a unique and engaging way, while face-to-face meetings were impossible. Winning the SITE Crystal Award stands testament to the success of the collaborative approach we took with our partners, during incredibly challenging times.”**

**Nicola McGrane, CEO of Event Partners Ireland**



With COVID-19 came the complete stoppage of many activities at the heart of Event Partners Ireland DMC's work. Without being able to hold in-person site inspections or familiarization trips and actual programs on the ground, Event Partners Ireland DMC had never felt so distanced from their clients.

In need of a new way to engage, especially in key markets like North America with physical distances an immensely felt obstacle, Event Partners Ireland DMC created a new digital solution, “The Cream of the Crop,” as one way of bringing their community together.

Initially, Event Partners Ireland DMC envisioned that “The Cream of the Crop” would be a single event for 10-20 invite-only, pre-qualified North American buyers. Organizers were clear this was not a sales event, but a fun, unique and first-of-its-kind way to engage and communicate with buyers. The experience would allow audiences to virtually experience the essence of Ireland.

As expected though, from an event adopting a bold tagline of “For the best, by the best,” this motivational experience far surpassed expectations. Instead of a single event, 402 top-tier North American clients joined one of three virtual motivational experiences offered by Event Partners Ireland DMC in July 2020 or February 2021. Each session combined a live Zoom broadcast with new mobile app technology to guide attendees

along a winding 842-kilometer tour of Ireland, with stops in Dublin, Kildare, Shannon, and Killarney. Senior DMC and hotel staff were available during each virtual stop so attendees would know exactly who to connect with and how to do so when they were ready to book future business.

Aside from proving itself to be a novel way of keeping attendees engaged in a virtual setting (a comment that surfaced many times in the event feedback organizers received), attendees are also now part of an exclusive community. Dubbed the “Cream of the Crop Club,” members enjoy private access to a library of videos and high res images, a digital members-only magazine, and invitations to future in-person meet-ups. This will further strengthen relationships and motivate top-tier incentive planners to actively consider Ireland for future new business — primary goals driving the experience.

A true success for Event Partners Ireland DMC, “Cream of the Crop,” in both its original virtual motivational format and the other experiences that have since grown from the brand, will continue delivering interactive, immersive, and multi-sensory Irish experiences to important North American clients.

**Nicola McGrane**  
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