

site



CRYSTAL  
AWARDS



FOREVER

FOREVER LIVING PRODUCTS INTERNATIONAL

LOCATION: SCOTTSDALE, ARIZONA, USA

AWARD CATEGORY BEST STANDALONE VIRTUAL CELEBRATORY EVENT

PROGRAM NAME FOREVER GLOBAL RALLY AT HOME 2021

CLIENT FOREVER LIVING PRODUCTS INTERNATIONAL



site



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**“Winning the 2022 SITE Crystal Award is a great honor for Forever Living, especially at this time of change for the event world. As an industry, we have been in uncharted waters for almost two years and the innovation required to keep incentive events relevant and engaging to our audiences has been a real challenge. This recognition is a result of the creativity, risk, and dedication that defines business events. Thank you, SITE.”**

**Nick Woodward-Shaw, Vice President of Communications**



Forever Living Products International’s Global Rally has been a cornerstone of the company’s annual events calendar since 2013. Normally an in-person event that involves 2+ years of planning, the team knew they would not be able to hold a live in-person event still in April 2021.

Six months prior to April however, Forever Living Products was determined to find a virtual solution that would still be entertaining, impactful, educational, and interactive. Enter: the Forever Global Rally At Home. This proved to be an excellent new way for the company to celebrate and recognize their highest sellers and their families.

To ensure the Rally would be a success, the Forever Living Products team needed to address two major challenges related to the sheer size of their expected audience, with distributors tuning in from virtually every time zone to highlight their many accomplishments over the past year. The Forever Global Rally At Home would need to reach 120,000 people in over 120 countries. It also needed to be hosted on a user-friendly platform that would grant the Forever Living Products team all of the functionality producing their event required.

To reach this global audience, programming was broken down into three themed days. Multiple local start and finish times were synced into a single program that clocked in at 8.5 total hours of broadcasted celebrations.

Highlights across the days included a live fly-by announcement recognizing the company’s highest seller and a family-friendly Q&A session with an astronaut. The total number of attendees surpassed expectations, with 150,000 people enjoying content that was translated live into 23 languages.

Despite an early preference by senior company leadership to use Facebook Live for the event, the Forever Living Products team ultimately decided to stage the event on Zoom. This not only helped them save on licensing fees, but also proved to be a source of ingenious innovation. The Forever Living Products tech team developed proprietary code that made it possible to link tens of thousands of people while also spotlighting individuals as needed, providing a truly global way to recognize their community.

Importantly, the company also noticed the effects of the Forever Global Rally At Home on its bottom line. Sales in Malaysia increased by 4% in the month following the rally. This was especially noteworthy since the region won the company’s highly coveted Spirit Award and was recognized in real time during the event. Other metrics, such as a 591% recruitment bump in India that same month, further proved the power and positivity of rallying together.

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