

site



CRYSTAL AWARDS



## SPECTRA DMC

**AWARD CATEGORY** MOST CREATIVE SOLUTION DEPLOYED TO OVERCOME ADVERSITY

**PROGRAM NAME** LONDON CALLING

**CLIENT** ANONYMOUS





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AWARDS**



**This program demonstrated what is meant by the phrase, “where were you when?” A once-in-a-lifetime scenario stretched our team and supplier partners to the limit, both professionally and emotionally. The nation is proud to have given Her Majesty Queen Elizabeth II a spectacular farewell that was broadcast to the world. With the wonderful support of understanding clients and attendees, an enjoyable program was delivered during this significant and special time for the country. It was truly an experience that will last in everyone’s memories forever.**

**Paul Miller CIS, CITP, Managing Director, Spectra DMC**

Picture it: you’re sitting in a pre-con meeting when breaking news arrives. One of the most high-profile individuals in your destination — who’s also directly connected to venues that play a critical part in this upcoming incentive travel program — has just died.

This isn’t a scenario most organizations would plan for, including Spectra DMC. But when the late Queen Elizabeth II died in September 2022, the Spectra team sprung into action to overcome sudden adversity and ensure 80 American guests would still have a memorable visit to London.

Complicating matters straight away was that this was unprecedented and unknown territory for virtually everyone in the destination — and communications, from all sources, were muddled at best.

The team continued their pre-con meeting knowing there would be changes to come, but with no firm ideas of just what disruptions they might face. Still, Spectra was determined to make sure the client’s strategic goals for the program would be met, and that the incoming group would truly grasp this historical moment.

Spectra began by reshuffling tour plans while keeping a careful eye on the program budget so they could sensitively navigate cancellation costs and protect their relationships with suppliers.

By being quick on their feet to arrange alternative daytime activities, the DMC decided to charter two private spaces on the London Eye instead of a tour that could no longer run. This gave attendees a unique way to see the city from above rather than getting stuck on the ground, where entrances to many attractions were closed.

Similarly, Spectra worked closely with private chauffeurs and guides who were due to give “London Your Way” tours for the group. A quick pivot transformed these tours, which also would have normally featured standard iconic sights, into film, music, and movie romps instead, giving qualifiers and their guests a fun taste of British pop culture.

One of the DMC’s bigger obstacles concerned their planned farewell evening, which was supposed to be at Kensington Palace, an official Royal residence. With this Palace now closed though, Spectra successfully worked with their client to select an alternative site that would guarantee minimal disruptions for the AV company, caterers, and florists already contracted.

Ultimately however, Spectra kept both its team and their American guests calm and well-informed through myriad changes the group navigated throughout the week. Their client felt consistently reassured they were “in the DMC’s hands” and understood the enormous task they’d undertaken — and embraced a newfound sense of solidarity that emerged during this sad time for their host nation.

By pulling everyone together — from the client team, to suppliers Spectra prizes itself on working closely with — this “perfect storm” instead became a perfect example of navigating and overcoming adversity as a talented DMC team.

**Paul Miller CIS, CITP  
Managing Director, Spectra DMC**