

site



CRYSTAL AWARDS

php
event services

PHP EVENT SERVICES

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: ASIA PACIFIC

PROGRAM NAME GIGAMON PRESIDENT'S CLUB 2021 - 2022

CLIENT GIGAMON





**CRYSTAL
AWARDS**



Despite myriad challenges while planning, we delivered an incredibly immersive event in Thailand for 220 global guests. With our uber-creative clients who are laser-focused on creating one-of-a-kind experiences and an amazing team of local partners, we delivered beyond even our wildest expectations! Together we turned every bump in the road into an opportunity to do something completely new, creating extraordinary memories for these top achievers.

Patti White, PHP Event Services

It's a tall order for even the most experienced incentive travel planner when a client CEO asks for their President's Club to be "the best in the industry," with once-in-a-lifetime experiences "that our 'top gun' winners cannot replicate."

Luckily, the team at PHP Event Services was more than up to the task, with an October 2022 program in Thailand that expertly integrated local culture at every turn and delivered a standout experience.

This program first sprang out of a need for PHP to smartly and strategically combine two years' worth of travel rewards — paused during the pandemic — into a feasible solution for their cloud security client. The team knew they would need to rely on their history of dynamic, striking visual and program design to make sure this adventure earned top marks.

PHP successfully pitched their client on an opportunity to treat 200+ guests to the very best of Thai culture and secured a full resort buyout at an advantageous rate. This allowed PHP to create a fully immersive experience that embodied their client's core beliefs of "employees first, innovation, trust, and collaboration."

The PHP team eagerly got to work promoting the incentive with a creative "Discover Thailand" series that introduced a virtual tour guide, "Tommy Thailand" and tied in with a mailed scratch-off card and Thai-themed mailed gifts. The group even provided personalized invitations to the very top qualifiers inviting them to join executive hosts for an onsite dinner in an executive's Thai hotel villa.

When October arrived and the program began, guests enjoyed two days of optional activities that gave them space to shape their own itinerary. This was

complemented with group activities, including the standout favorite: a complete takeover of a nearby island for a beach day blow-out.

This island excursion received the highest activity rating in the company's history, with the client's executive team again playing a crucial role. The executive team provided creative theming for the island takeover and made sure to welcome every single guest to their exclusive getaway.

Topping all of this off was a stellar Royal Thai Gala Celebration, an over-the-top night of cultural dancers, performers, and musicians. Each attendee was also able to dress the part in specially tailored Thai garments.

PHP received high accolades from local partners for the ways in which the team integrated Thai culture into the event design and entertainment — sparking new inspiration and encouragement in a destination just beginning to reopen.

Client team members noted, too, that they appreciated how the program extended beyond the sales team, and was inclusive of the company's engineers and supporting contributors — feeling that this spoke directly to the company's core values.

Overall, the program was a complete success. The client CEO said attendees were blown away by PHP's attention to detail and the first-class standard delivered throughout. With their incentive travel program considered a strong recruiting tool for the client, this was high praise indeed!

Patti White
PHP Event Services