

site



CRYSTAL
AWARDS

Ovation
India

OVATION INDIA DMC

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: ASIA-PACIFIC

PROGRAM NAME FOREVER GLOBAL RALLY 2024

CLIENT FOREVER LIVING PRODUCTS INTERNATIONAL





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“Ovation India DMC, in collaboration with Ovation Global DMC, is honored to receive a SITE Crystal Award for Excellence in Incentive Travel. This prestigious award recognizes our commitment to delivering exceptional experiences to our global customers. The Forever Global Rally ‘24, a monumental event for 20,000 guests, showcased the best of India’s culture, heritage, and hospitality for Forever Living Products.”

- Ruchi Mohotra, Managing Director, Ovation India DMC

Nothing encompasses the spirit of Ovation India DMC’s 2025 SITE Crystal Award-winning incentive better than the Sanskrit verse *Atithi Devo Bhava* — “the guest is god.”

Ovation India DMC welcomed 1,816 “guest gods” in April 2024 for a weeklong adventure in New Delhi: easily the most technically demanding program their direct selling client had ever attempted.

Ovation India needed to juggle a schedule for these top direct sellers from 70 countries that was packed with product launches, professional development and cultural activities, that would all culminate in a two-day stadium rally.

Uniting much of this programming was Ovation’s commitment to creating a memorable, multi-sensory Indian experience that opened windows into the destination’s culture in ways that aligned with their client’s core values.

Helping guests “seek adventure and knowledge,” for instance, was a custom-created spice market. With too little time to visit the actual Khari Baoli, Ovation brought the market’s smells, tastes, and sounds straight to top-sellers by building their own bustling bazaar with overflowing baskets of cinnamon, cardamom, pepper, and dried ginger.

When there was time to venture offsite, the Ovation DMC team again demonstrated their shared commitment to “taking no shortcuts.”

Faced with the immense challenge of moving over 1,000 guests 242 km each way for a visit to the Taj Mahal — a highly anticipated itinerary highlight — the Ovation team meticulously tracked the movement of dozens of coach transfers. They also successfully negotiated a never-

before-agreed concession with the local government to arrange a private corridor using the government’s entire fleet of environmentally friendly minivans to manage “last mile” transport for the group.

It was the rally finale though that blew Ovation India’s client away, with nearly 2,000 qualifiers joined by 20,000 local Indian guests.

Literally building up to the rally was an immense challenge in and of itself. Three crew shifts worked around the clock for five days to bring the rally to life in one of India’s largest stadiums.

Ovation India even had to negotiate when India’s prime minister wanted to use the same stadium for a pre-election rally — with Ovation successfully getting the government to move their dates!

High-energy entertainment kicked off the rally, with Ovation India scripting and producing a live-action Bollywood tale that set the perfect tone for two more days of over-the-top recognition, as the client celebrated the immensely special accomplishments of their top sellers.

All of Ovation’s efforts paid off big, with their client seeing a 43 percent increase in new members joining the company; an 18.1 percent increase in global sales; and a 13.8 percent increase in seller retention.

With excitement and energy everywhere clients turned during the week, it’s no wonder this led to an amazing win for Ovation India DMC!



Ovation India DMC would also like to thank Event Bird Ltd., QU2 Ltd., Penhaligon Event Consultants, Inception Events, Cloud Ten Events & Media, Jaide Events, Caerus UK, and our six host hotels for helping support this award-winning program.