

site



CRYSTAL
AWARDS

M FACTOR
MEETINGS THAT WORK

MFACTOR MEETINGS

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: EUROPE

PROGRAM NAME FALCON CLUB

CLIENT ANONYMOUS





**CRYSTAL
AWARDS**



Smart, strategic decisions from the moment they started planning made MFactor Meetings' May 2023 program a standout success for their client's 400+ well-traveled reward-earners.

This diverse client group — with participants from 22 different countries; an age range that spanned from attendees in early 20s through their early 50s; and a roughly 50:50 gender ratio — required a meticulously hand-picked destination and spectacular venues.

Knowing that this group also prizes experiences that immerse them in their surroundings and the local culture, MFactor determined that Mykonos would be a perfect fit given the island's rich history, stunning landscapes, and tantalizing cuisine.

MFactor jumped in, with nearly a full year to begin planning. With this lead time, the MFactor team was able to secure a hotel buyout and use this to deliver extra perks for their client. MFactor created a daily artisan station, for example, in the hospitality suite, and highlighted different forms of Greek artistry each day as one way to engage guests with the local culture.

With the host hotel secured, MFactor then knew they wanted the right team in place to support the program. They pulled together a travel team that knew the group well, and included individuals with certificates in Greek tourism. They also hired individuals eager to embrace "double duty" roles, who could cross over and lead activities while also providing general staffing support the group required.

MFactor also worked closely and collaboratively with local DMC partners. Local expertise, especially around sourcing alternate venues and negotiating prices, proved crucial in helping MFactor secure the right space, for

the right price — and keeping their client's diligent CFO happy, too!

The MFactor team especially excelled at making this year's program intensely personal for each participant, starting with top client leadership. Their client's president surprised MFactor as a valuable collaborative partner, eager to show off his Greek roots and knowledge from frequent visits to the destination.

The team capitalized on his insights by integrating the president's tips into pre-program mailers, gifting attendees with a unique communications piece that sparked engagement and increased excitement. They also engaged the client's Chief Revenue Officer, having them send a heartfelt video message to announce this year's destination and encourage the sales team.

MFactor embraced other tech platforms to continue delivering personal touches for attendees. They gave each participant a set of Apple AirTags to alleviate concerns about luggage going missing and, once onsite, took communications to an unprecedented level of personalization with a dedicated Slack communication plan for each guest.

These communications included reminders about events, and also shared interesting trivia to make participants feel fully comfortable with where they were heading and what they'd be doing.

Paying meticulous attention to so many details resulted in a dazzling program that perfectly showcased the client's values of loyalty and retention — and delivered a memorable time in Mykonos that fostered new connections, ignited passions, and rewarded outstanding sales performance.