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THE CONFERENCE ROOM

DESTINATION: LONDON

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: EUROPE

PROGRAM NAME GRAND SLAMMERS 'BEST OF BRITISH SERIES' 2019

CLIENT ANONYMOUS



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“When designing your reward, always ensure the guest experience is your key motivation. To know and understand your guest is integral to the success of your project. It must guide your every decision, ultimately ensuring the quality of your event. And with your guest experience in mind, consider effective and memorable storytellers.”

Colette Baini, Director, The Conference Room



The Grand Slammers' Dealer Incentive campaign was created as a 2nd tier reward for dealer principals of a leading automotive company in Australia. With only 18 qualifiers, it is considered a small but intimate incentive travel program, offering qualifiers the best of the best when it comes to the destination. This year's chosen destination was London.

Attending the world renowned FA Cup Final at Wembley Stadium was the highlight, and the ultimate reward, in a program designed to attract and motivate the dealer network. It capitalised on the Australian love of international sports and spoke well to the demographic – Australian male, competitive, high achiever.

But how to manage the crushing time lost in London traffic to and from the game? A 10 mile journey that took over 2 hours? Enter the Bustronome, a luxurious, glass-topped, double-decker luxury coach offering fine dining and white glove service.

Aboard this ultra-lux motorcoach, the 2 hour drive was a memorable, leisurely journey. Qualifiers loved the relaxed seating, the city sights and a beverage or two whilst basking in the attention of envious onlookers as they enjoyed a beautifully prepared gastronomic extravaganza.

This incredible soccer final was only one of many highlights. Others included a fully bespoke, total-access tour of the world famous Lords Cricket Grounds; an audience at Westminster with a genuine Lord; and an immersion in London in self-drive 100% electric, GPS-guided 2-seater quadricycles, all wrapped up in a Union Jack!

Qualifiers got a real sense of London, mixing small exquisite dining experiences with pub fare such as pies with mushy peas, or good 'ol' English fish and chips.

All objectives of the programme were met with an increase in productivity and profitability for the end client. There was an overall strong focus on brand – with the inclusion of recognisable and successful brands in the programme allowing for business elements to be enmeshed with the rewards.

The Conference Room also cleverly designed the entire programme as a reward with a business impact. As such, while qualifiers received a once in a lifetime trip, the end client also avoided a large tax bill.

For further details please contact:

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