

Case Study

Sports Event

Situation

An international financial services firm would like to take part in a first-class winter sports event together with clients and employees. In addition, a sports-oriented supporting program is planned.

Task

- Booking of VIP tickets for the sports event
- Compilation of proposals for location and program
- Invitation management
- Organizing of arrivals and departures
- Accommodation management including meals
- Complete organization and arrangements with subcontractors
- Selection of exclusive gifts for the guests
- On-site support

Execution

The ski race at the famous “Hahnenkamm” in Kitzbühel was selected as the sports event. The nights were spent in a five star hotel near the venue.

All participants received a branded fleece sweater as well as a premium chronicle on the ski race.

A booked limousine service took the guests from their airport of arrival to the hotel. In the evening, a joint dinner was enjoyed.

The next morning, a bus took the guests to the venue. Sitting in the VIP section, they were able to watch the men’s downhill race, the supreme skiing discipline.

In the afternoon, everyone participated in a curling competition. The last evening was spent at an exclusive location preferred by celebrities – late-night party included.

Result

Development of a sustainable bond between clients and company.

Extraordinary presentation and promotion of the own company.