

Case Study Manufacturing

ADT had a strategic initiative to increase sales performance in their mid-performing segment and to recognise their top performers. ADT called upon BI WORLDWIDE's expertise to create a reward and recognition event as part of the strategy.

Challenge

Create a lavish event that Sales Managers from nineteen European countries would aspire to attend and that would live long in the memories of the 280 qualifying delegates.

Solution

BI WORLDWIDE created a spectacular event in Dubai, overcoming logistical challenges including flights from thirteen countries and potential conflict with a wedding party in the hotel. Two themed evenings were planned that played on Dubai's unique culture and vibrant atmosphere; the first, a Bedouin Evening with belly-dancing and henna tattoos; the second, an Arabian Nights black-tie gala dinner. The event programme was designed to ensure the perfect balance between group events and leisure time.

Results



The event scored a 100% 'fantastic' rating and helped ADT achieve its business objectives of increasing the performance of mid-tier Sales Managers and rewarding top achievers.

“ BI WORLDWIDE demonstrated creativity and superb attention to detail to ensure our budget was used most effectively, ensuring our sales people had a truly memorable and motivating experience. I truly believe that nothing could have been done any better by the team at BI WORLDWIDE. They have the ability to drop everything for you in order to achieve. Fantastic! ”

Conference and Event Manager, ADT EMEA

