

Wowing Top Sellers with an Incentive Event to Remember

A Canadian Pharmaceutical Corporation



PROJECT

Incentive trip

LOCATION

Switzerland

TARGET AUDIENCE

50 top sellers

SERVICES

Destination Management Consulting, incentive programme, gala dinner, event planning

CHALLENGE

When a leading Canadian corporate contacted Ovation Switzerland's office they didn't realise just how much the landlocked country had to offer for their next incentive trip. Over fifty top sellers joined the event held in late-May to experience the best of this little-considered central European MICE destination. It was up to picturesque Switzerland and the creativity of the Ovation Switzerland office to showcase how much the country had to offer.

SOLUTION

The first part of their trip to Switzerland included a 2-night stay at the fabulous five-star hotel Fairmont Montreux Palace. For a unique lunch excursion, guests travelled on a private cogwheel train to reach their lunch destination, a chalet previously occupied by pop stars such as Ronnie Wood from Rolling Stones, Prince and many more. The gala dinner was the highlight of the trip, starting from the terraces of the hotel overlooking the crystal-clear water of the lake, surrounded by snow-capped mountains. Guests enjoyed a delicious four-course dinner, 3 different musical acts and a visit from Freddy Mercury himself in the form of a hologram!

RESULTS



50 PARTICIPANTS



200 KM TRAVELLED BY TRAIN



12 MINUTES OF FREDDY MERCURY HOLOGRAM

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