

Recognising Employees and Driving Sales with Hybrid Experiences

An Awards Show, a Sales Focused Event and an Incentive Program

Client

ARIIX – a global leader in network marketing and direct selling

Target Audience

ARIIX representatives, speakers and founders

Services

- Event Design
- Production Strategy and Management
- AV Consulting
- 24-Hour Help Desk

MCI Expertise



Experience Design



Digital & Virtual



Meetings and Incentives





Results



2
Hybrid Events



3
Simultaneous Studios



2
Incentive Trips



8
Different Languages



16,300+
Attendees



411,800
People Reached on Facebook

[Contact us](#) to design your next **Virtual or Hybrid Event**

Challenge

ARIIX, a global leader in network marketing and direct selling, briefed MCI Ireland to create **three bespoke events**: The ARIIX Awards EMEA 2020, The ARIIX Winners Incentive Trip, and also the ARIIX Live Event. The Awards Ceremony was centred on **recognising and rewarding over 500 ARIIX representatives**, and the incentive program was an exclusive gathering of the top 30 ARIIX representatives in Dublin. ARIIX Live was a **sales-driven conference** where a new skincare product range was launched, and a wide array of speakers and founders delivered key messaging and motivation for Q4 sales to the European and Global ARIIX family.

The initial plan was to host **two hybrid events**, the first being the Awards event where speakers and presenters would go live online to an audience of over 6,500 attendees whilst having 50 VIPs and Award winners attend in-person. With the **ever-changing guidelines and regulations around Covid-19** in Ireland, the brief changed significantly one week out from the first event, and MCI Ireland had to find a new solution quickly.

Solution

MCI Ireland chose the high-tech studio in Dublin as the venue for both hybrid events. The economies of scale of hosting back-to-back events at this facility meant the client **maximised the budget spend and could invest more in content and entertainment**. A custom-built marquee VIP Lounge reminiscent of the Team Lounge at the Eurovision Song Contest was to be built adjacent to the studio to **afford guests a true VIP event experience**. With little over a week to go to the start of the first event, government regulations changed and dictated that no more than six attendees could gather for an event in Ireland. With 50 VIP's and Award winners now prevented from travelling to the country, MCI Ireland **quickly sourced and designed two additional studio and hospitality spaces** in Rome and Nice.

Thus live attendees were spread across Ireland, Italy and France, which let the team ensure their experience. MCI Ireland added an additional studio space for entertainment, a live studio audience and video links developed in Dublin to both the French and Italian studios to provide the client with additional live spaces and digital backgrounds.

The second event ARIIX Live followed three days later and attracted 9,800 attendees. The entire production for the two hybrid events was managed out of Dublin with **top-class entertainment, custom curated content, motion graphics and video inserts** produced by the team to support the overall look and feel. Both the ARIIX Awards & ARIIX Live events needed to have a **glitzy, high energy feel with outstanding production values**. The team took a traditional ZOOM Webinar and transformed it into a Live TV Broadcast, making both an awards show and sales-focused event an experience to remember.