

Harith Melds Brazilian Culture and Dazzle to Motivate and Recognize

Crystal Winner: Harith Wickrema, Harith Productions, Willow Grove, Pennsylvania, USA; Sean deFreitas, Designs by Sean, Dania, Florida, USA; Clive Clark, GB Internacional, Rio de Janeiro, Brazil; Luca Raposo, Copacabana Palace, Rio de Janeiro, Brazil

Client: Endo Pharmaceuticals

Program: An Evening of Carioca Pride

HARITH
PRODUCTIONS

For the Endo Pharmaceuticals President's Club gala, Harith Productions set out to create an awe-inspiring, motivational recognition event. Endo's goal was to propel its sales force to reach \$1 billion in sales for the year. To help them achieve this feat, Harith dedicated itself to crafting a distinct event with a destination, theme and one-of-a-kind components all designed to entice and wow attendees.

Harith chose Rio de Janeiro as a location that would excite the sales force and compel them to meet their goal. Harith then went about designing an event that would more than live up to expectations. It challenged itself to develop an experience that would bring the spirit of the Carioca (the people native to Rio) to life, structuring the event around the theme of "An Evening of Carioca Pride" and the Carnival tradition. Harith also aimed to motivate its partners to perform above their own standards to create a truly experiential recognition event and to contribute to social, economic and environmental sustainability.

Harith overcame several challenges to bring its Carioca vision to life. Language and cultural barriers posed major obstacles. To connect with its local partners, Harith took a crash course in Portuguese, illustrating its desire to work closely together. It also worked to motivate its vendor partners to perform above their usual standards. Harith made exceeding the client's expectations a team goal. It challenged the vendors to establish new benchmarks for the industry and even dangled the possibility of winning a Crystal award. The possibility of shared success and recognition made the local partners true stakeholders in the event. Harith also worked within the constraints of a limited budget. By networking with the hotel, vendors and partners and providing them with press opportunities, it was able to realize significant cost savings.

Achieving true social, economic and environmental responsibility was also a challenge and a must.



Harith collaborated with local partners and community leaders to determine how to make a sustainable impact while still delivering an incentive experience. The team traveled to local charities, favelas (slums) and schools. On these trips, it met with local artisans, merchants and their families, soliciting their ideas and contributions. Harith was able to purchase room décor for the gala dinner, enabling it to support the local economy. Many of these items were made from natural materials indigenous to the area, which also helped accomplish environmental goals. By forming relationships with the local community, Harith was able to seamlessly combine sustainability with the incentive event.

Harith infused the theme into every element of the reward event, bringing the Carioca culture and Carnival to life. Upon entering the ballroom at the Copacabana Palace, guests found themselves transported to the Amazonian rainforest. The room was adorned with lush green foliage and hand-painted murals, and sounds to traditional music



filled the air. The tables were equally as exquisite. Native flowers and exotic fruits bedecked the tables, and at each place setting was a playbill and beautiful die-cut menu, featuring a samba dancer. Emerald green table linens and chair covers enhanced the overall effect.

The food and entertainment were the highlight of the meeting. Harith arranged an extraordinary five-course meal, with each course incorporating indigenous ingredients. The guests were further dazzled by synchronized service from the banquet staff. Following the meal, the Portela Samba School entered with 120 of its members. The samba dancers shared Carioca history and culture through their intricate dances, music and spectacular costumes. The handmade costumes, made of stunning fabrics, beads and feathers, captivated the audience. Through the décor, dinner and thrilling entertainment, the attendees were able to get a true taste of Carnival and Carioca culture.

With its original ideas, collaborative skills and passion, Harith was able to create an experience beyond Endo's expectations. It successfully engaged local partners, overcame language and cultural differences and incorporated sustainability for a truly effective, world-class event. The positive response was overwhelming. Not only did the sales force achieve its \$1 billion sales goal, it surpassed it by reaching \$1.09 billion in sales. The President's Club gala exceeded everyone's expectations. The guests felt truly appreciated, motivated and honored by their Cariocan experience. ●