

Harith Delivers an Icelandic Inspiration Towards Greater Success

Crystal Winner: *Harith Productions*

Client: *King Pharmaceuticals*

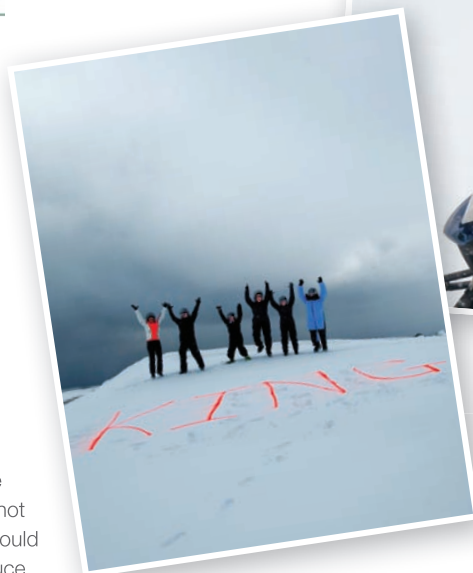
Program: *"Country of Contrasts"*

HARITH
PRODUCTIONS
LTD

For King Pharmaceutical's President's Club trip, held in Reykjavik, Iceland, Harith Productions set out to produce a one-of-a-kind motivational experience that would propel the pharmaceutical sales leaders to even greater future performance. Harith challenged itself to create a program that would serve as the definition of an excellent incentive trip: an event that winners could not recreate on their own, one that would inspire the participants and produce a significant return on investment.

The King Pharmaceuticals group was treated to a motivational experience that showcased the majesty of Iceland, accelerated business results and contributed to social, economic and environmental sustainability.

Almost immediately, Harith encountered a major obstacle. In 2008, Iceland suffered a major economic crisis. All three of its major banks collapsed, and the entire economy was unstable. Conducting business in a bankrupt country amidst financial turmoil was one of the largest challenges Harith had ever faced, but it tackled the problem and found a solution. The client was extremely concerned about the program, so Harith reached out to Icelandic officials, including the First Secretary of the Embassy of Iceland and the Secretary for the Consulate, to determine the reality of the situation. Harith found that the program could still run successfully. The client decided to continue with the plan, and Harith took on the responsibility of reassuring the attendees. It called every winner to share its firsthand experience in the country and the information provided by the Icelandic government, as well as to answer questions if a participant had any concerns.



In spite of the economic troubles, the President's Club trip was a powerful motivational experience.

The theme of the event was "Country of Contrasts," which compared the many elements of Iceland's beauty: geysers and waterfalls, glaciers and volcanoes, black lava and green moss. The theme allowed Harith to introduce participants to the beauty of Iceland's culture and landscape. Each day, the guests participated in activities that truly immersed them into the destination. They snorkeled in the waters above the continental divide and explored Iceland's underground caves. They toured Iceland's breathtaking glaciers and enjoyed a traditional Icelandic dinner in a small fishing village.

The gala awards dinner continued the celebration of Iceland. Guests entered the ballroom to find themselves surrounded by impressions of their host country. There were fabric video screens displaying images of Iceland's scenery, and short videos featuring the land, people, folklore and culture of Iceland. The opulent dinner celebrated Iceland along with the honorees' accomplishments. Each of the five courses featured indigenous elements, and each course was presented in a manner that allowed the group to "eat with their eyes." The entertainment capped off the extraordinary night. From a stage in the center of the room, originally hidden from

view, the sales leaders were dazzled by traditional Icelandic dancers, an operatic performance by famous Icelandic singer Didu and an ice skating duo.

Harith planned and executed the entire experience with environmental and social responsibility in mind. The gifts chosen for the attendees, such as beautiful ski caps knit from Icelandic wool, were all made locally from native materials. Harith took careful measures to reduce the trip's carbon footprint, including using natural biodiesel-powered vehicles for transportation, working with a certified green printer and partnering with the hotel to conserve resources whenever possible. Perhaps the biggest socioeconomic impact was made simply by holding the President's Club in Iceland. Despite the financial uncertainty and negative publicity, Harith and King Pharmaceuticals chose to keep the event in Iceland, providing a much-needed boost for local businesses.

The Iceland President's Club was a resounding success. Harith met all its objectives and was able to accomplish this feat while coming in at USD \$135,000 under budget. The once-in-a-lifetime experience will encourage King Pharmaceuticals' top performers, who accounted for 20% of the company's sales despite representing only 7.5% of the salesforce, to reach even greater heights in the coming year. ●