

## Master Events Combines Luxury and Authentic Indian Culture to Inspire Continued High Performance

**Crystal Winner:** *Master Events & Designer Incentives*

**Client:** *Coca-Cola Enterprises Belgium*

**Program:** *"India, Land of a Billion Smiles"*



Coca-Cola Enterprises Belgium called upon Master Events to design and execute a reward recognition program to incent managers of a major supermarket chain to increase product sales. The main objective of the reward program was clear: to motivate participants to continue their strong sales efforts. The beverage giant was direct in stating the desire to give the winning (AD Delhaize) managers an adventure they would never be able to have on their own, to find a destination a little off the beaten path, to showcase the true culture of the selected location and to involve the winners with that culture. This experience would stand to inspire manager efforts put forth over the 2-year qualification period. Coca-Cola Belgium gave Master Events and Designer Incentives the mission of making this motivational trip a reality. Together, they identified the perfect location and created a motivational environment to inspire the participants to the same level of performance in the future.

Master Events and Designer Incentives combined a VIP feel with opportunities to experience local culture. India was chosen as the destination because it is a country of contrasts: guests can feel like one of the royal Maharajas and also learn about the lives of everyday people. Careful planning was devoted to every detail so that the participants would be entertained at every step. The trip was a constant array of memorable activities. In Bombay, the guests witnessed many of the traditional aspects of Indian life. They spent time with the Dabbawallas, or Lunch Box Carriers, who distribute 200,000 lunch boxes to offices all over the city each day. The winning

managers also were introduced to Bombay's unique "open laundry" system, a method that is unique to that city and has been in existence for generations.

At the Osian Camel Camp, the guests were treated to a uniquely Indian luxury experience. The group was transported by motor coaches until a surprise "breakdown" occurred in the middle of nowhere. Suddenly, the managers were greeted by a marching piper band, and Jeeps took them the rest of the way to their opulent tents. Perhaps the best example of the mix of a VIP feel with everyday Indian culture occurred in the Jodhpur area. There, the participants were invited into the village of the Bishnoi, who are perhaps the world's first environmentalists. The Bishnoi shared their beliefs of preserving animal and plant life, and the guests were able to participate in the community's traditional opium welcoming ceremony. The same city was host to the magnificent gala evening, held at the Umaid Bhawan Palace. There, everyone danced the night away in traditional Indian garments tailored just for them.

Master Events and Designer Incentives overcame several challenges to ensure that the trip was truly a one-of-a-kind experience. It was very important

to Coca-Cola that only its products be served during the entire trip, so the team worked with local vendors and venues to ensure that Coke products were available everywhere. Master Events and Designer Incentives also worked around two major logistic obstacles. First, the train between Jodhpur and Osian Camp was canceled two weeks before the event. The team improvised, coming up with the surprise "breakdown" and appearance of chauffeur-driven Jeeps to preserve the extraordinary nature of the experience. Second, the final gala was originally planned to be held at the Meherangarh Fort, a 15th century landmark owned by the royal family. Unfortunately, a stampede forced the fort to close the morning of the event. Master Events and Designer Incentives were able to secure an equally splendid venue, the Umaid Bhawan Palace, at the last minute and recreate the gala to the last detail at the new location.

The rewarding travel program attained Coca-Cola Belgium's vision of a trip unlike anything the guests would ever experience again. The event successfully combined luxury and authentic Indian culture to reward the participants and motivate them towards continued excellent performance. The client was exceptionally pleased, stating that "thanks to your ideas and teamwork and the valuable partnership we established, we all reached the final objectives set by this incentive." ●