



THE Destination Management Company

### **DMC – THE Destination Management Company**

**Market of Operation: Mainland China, Macau, Hong Kong**

**Client: Vodafone Legends, Vodafone Britain**

**Theme: Spark up an awards dinner with blue ribband touches**

**Key Challenges:**

- \* Keep an incentives group attentive during an awards ceremony
- \* Treat the group as superstars

**Group Size: 190 people**



### **Background/Objectives**

Awards nights can be overly long, making them overly dull. How do you keep an audience visiting on an incentive tour to Hong Kong entertained, so their management can convey a brand message? That was the question faced by DMC – THE Destination Management Company. The solution was to integrate the “wow” factor from unique entertainment to help manipulate the message. Working with British-based corporate travel specialists Red e2 Limited, the Hong Kong-based DMC coordinated an awards event for group of incentive winners from Vodafone’s British organisation. Set in ballroom at The Venetian Macau, the banquet-style dinner had some exclusive touches added to it that kept the 190-strong group entertained and attentive. The group was taken from Hong Kong by a private charter ferry to Macau where they checked in at

The Venetian. The group had free time before the dinner to prepare for the gala. The huge space was divided into four sections. The bulk of the space was made over with a Buddha Bar theme – lush nightclub fittings, with swathes of red velvet. A reception area was reserved for cocktails. The seated area was located in front of a stage and dance floor.

### **Challenges**

The Venetian ballroom is one of the biggest in the region with more than 6,500 sqm and a maximum capacity of more than 7,000 people. Using and filling the space effectively itself creates headaches, especially with a relatively small group of 190 people. Using the idea of a “progressive” event, one that moves from one section to the next, effectively creates entertainment zones. The use of curtaining and partitions also helps reduce the space.

### **Execution**

A big, theatrical space calls for a big theatrical production. Moving from the opening 30-minute-long cocktail mixer, a curtain was drawn to reveal a children’s choir on the stage. After a 10 minute performance, the choir left roses on each table as they passed out of the venue. After the main course violinist star Malaysian Joanne Yeoh performed for 20 minutes, moving through the crowd. After dessert, a second performance, this time by opera singer and one of the Phantoms of the Opera from the London production, Tom Griffiths. A duet between the two performers finished the evening’s formal entertainment.



### **Benefits**

The evening was a balance of entertainment and education, a difficult blend to do well but an excellent environment to get people thinking about and interacting with the brand.

### **Lessons Learnt**

The February event was one of the first held at the Venetian Ballroom, which opened just a few months before. Still, challenges pop up on the night and The DMC’s Adrienne Lynch said the property’s staff handled all requests with aplomb. For the event planners it was a lesson in creating a comfortable space.