

AN ATPI CASE STUDY

Combining a
Conference and
Incentive



AN ATPI CASE STUDY

Combining a Conference and Incentive

THE CLIENT

An Aged Care Organisation.

THE OBJECTIVE

To create a unique conference experience to empower the staff for the year ahead, by providing an environment in which the attendees could focus on planning and forecasting, whilst including fun and interactive elements to their overall experience.

THE CHALLENGE

The client had a limited budget that ATPI worked with to deliver the required outcomes. It took a very considered approach to create a programme to fit a detailed brief that came within the budgeted figure.

In addition, the target audience varied with different age groups and physical capabilities so ATPI Corporate Events were

tasked with finding suitable activities that all could participate in.

A final challenge was that the client had time limitations in order to execute both the conference and incentive components needed over the course of five days.

THE SOLUTION

ATPI Corporate Events utilised our strong supplier relationships at the destination to negotiate the best possible prices and package inclusions to remain within budget, yet still met the client's needs.

In respect to the differing age group in attendance, we conducted a significant amount of research in respect to a variety of programmes that was appropriate for all attendees. Some examples of this included a yacht cruise which provided the opportunity to walk ashore from the boat easily. ATPI Corporate Events

arranged buggies where necessary to transport attendees to and from the resort to the conference venue and arranged a set dinner including karaoke which all could participate in.

After receiving the brief, ATPI presented five programme options to the client across the five days, enabling the choice of the most suitable options within the timeframe.

THE RESULT

ATPI Corporate Events delivered a successful and seamless event, with the staff feedback being that it was well received from all involved, and it felt like a truly 'different' conference. The combination of work, relaxation and adventure meant that the objectives were met and ATPI Corporate Events provided a unique programme with solutions sourced for all client requirements.

ABOUT THE ATPI GROUP

The ATPI Group is a long established travel management company and one of the fastest growing brands in corporate travel. With over 100 offices worldwide, the company has successful operations in corporate travel, corporate event management, online travel technology and specialist travel management for a number of key industries. www.atpi.com