

Case Study

One Small Caribbean Island. One Large Incentive Meeting: Experient "Lifts" the Party in Time.

About Experient

Experient leads the industry as one of the best-known and most respected brands in the event management world. Its core services include providing registration, housing, event planning and management, site sourcing/contract negotiation, and lead retrieval services for association, corporate and government clients.

Experient employs professionals dedicated to fulfilling its vision of perfecting the event experience to deliver leading-edge thinking, experience and technology solutions for meetings, conventions and tradeshows around the world.

Background

A Fortune 500 property/casualty insurance group arranged a vacation to the Caribbean to award their top sales personnel, only to find they couldn't get all the winners there within the timeframe – until they called Experient.

Experient was contacted about arranging for several hundred sales people to arrive in the Caribbean on time and on budget.

Challenge

After arranging an incentive meeting in St. Kitts, one of the nations top property/casualty insurance groups planned to bring their high-level sales people and their families to the island via commercial flights for a February 2007 event. However, when commercial flights to St. Kitts were announced 11 months before their event, there were only enough flights to get 100 people to the island each day. They had hoped to have several hundred people arrive on the island on the same day, so they turned to Experient for an inexpensive and creative solution that would solve their transportation problem.

Solution

Experient staff began working to find charter flight solutions for the client in July 2006. Charter flights were secured through Delta Airlines and the client signed a contract with Delta in November 2006.

A total of six charter flights — five 767s and one 757 — transported a total of 726 people to St. Kitts, from several different U.S. cities, and each flight now included full service amenities, a stocked bar and catered meals: services not available on commercial flights.

Without Experient's help, it would have taken at least four days for all the passengers to get to St. Kitts.

Results

Experient solved the client's transportation problem with timely and affordable flights and was able to provide the winners and their families with an enhanced transportation experience which included food and beverage services, activities and prizes at no extra cost to the firm or disruption to the program.



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