

Case Study

Experient Delivers a Gold Medal Performance for Well-Known Corporation's Top Customers

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.

Challenge

A Fortune 500 manufacturer of construction and mining equipment wanted to hold a high-end customer experience to recognize their top dealers. Experient was asked to help select a destination for the event, secure accommodations, design an agenda and manage the event, both in advance and onsite.

Solution

Ping He, Experient's director of international market development, proposed the idea of holding the client event in conjunction with the Beijing 2008 Olympic Games.

A native of China, Ping used her extensive network of Chinese contacts and the resources of Chinese destination management company, FESCO, to create a Beijing Olympics Top Dealers Program for the client.

Ping He served as liaison between the client and the Chinese destination companies, traveling twice to China for site selection and planning meetings before the event. She negotiated the use of 10 villas for the group at the Commune near the Great Wall, a collection of villas incorporating contemporary architecture and designed by 12 Asian architects. The hotel was named "A New Architectural Wonder of China" by *Business Week* in 2005.

Working with a U.S.-based ticket broker, Experient helped the client secure tickets for Olympic events, including the much sought after closing ceremony. Experient also planned the meal functions and menus for the Top Dealer Program, including a banquet at the exclusive Diaoyutai State Guesthouse and a showcase of four different Chinese cuisines complete with education on the significance of different foods in doing business with the Chinese people.

Experient linked the client with FESCO, a destination management company that assisted with the social programs and offsite experiences for the Top Dealer Program, planning both primary events and back up events for each day.

Experient also helped the client contribute to China's earthquake relief efforts by donating 80 Nokia cell phones purchased for use during the Top Dealer Program.



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Results

The client was able to purchase a total of 486 Olympic event tickets including 70 closing ceremony passes in five Luxury Boxes. Using connections with top Chinese government officials and the Beijing 2008 Olympic Games Committee, Experient was able to secure special license plates for the client vehicles which allowed access to the Olympics lane on all major highways and parking outside of the famous Bird's Nest. While many overseas groups had to cancel their Beijing 2008 Olympic Games plans due to China's rigid inbound Visa policy during the Games, Experient's destination partner, FESCO, worked to ensure admittance for all the client employees and guests. Experient's connections also allowed the client to obtain private jet landing permits, documents sought after by state heads, royal families and celebrities.



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