

Case Study: Incentive Destination: Morocco

Client Type	Consumer electronics
Task	To create a suitable 5 day reward programme for 80-100 consumer electronics dealers, who had achieved set targets, in order to claim a place on this incentive.
Requirements	<p>Propose a short haul destination with a long haul feel.</p> <p>The destination had to be geographically and culturally interesting.</p> <p>Luxury accommodation and cuisine would be essential.</p> <p>Create a programme offering a variety of activities which must include golf and team building elements.</p> <p>Create a suitable social programme whilst allowing for some time at leisure.</p>
Solution	We created a detailed 5 day incentive to Marrakech, Morocco.
Day One	The winning dealers were flown-in from all over the UK to London Heathrow, then on to Marrakech. On arrival, dealers enjoyed a swift and private check-in, followed by a drinks reception and sumptuous buffet in the hotel's tropical gardens.
Day Two	<p>Pre-selected activity options were enjoyed, including: Golf, Spa Treatments, Horse Riding, take a tour of the Medina & Souks. For the less energetic, there was plenty of time to simply chill-out by the pool.</p> <p>In the evening a VIP drinks reception was served on the hotel terrace, followed by a short transfer to dinner. We selected a luxurious Palace setting for this dinner. Dressing the venue with simple yet stunning candle lanterns of all sizes, and decorated the pools and fountains with richly coloured rose petals. Tribal musicians provided musical entertainment with a medley of music from Morocco and beyond.</p>
Day Three	All the dealers took part in a team building day, set in the stunning Atlas Mountains. The group was split into teams before setting off on a 4x4 jeep treasure hunt challenge. (Little did they know, there would be some rock climbing, death sliding and a spot of Camel racing along the way!)
Day Four	<p>Another chance to enjoy their second pre-selected activity options, including a Golf Tournament, Tennis, Mountain Biking, Horse Riding or a Private Shopping Trip to purchase those last minute souvenirs.</p> <p>In the early evening, as the sun set over the mountains in the distance, we took the dealers to explore the famous Marrakech town square; experiencing the sounds, sights and of course the smells of this vibrant market as it came to life.</p> <p>Then it was on to dinner in a luxurious 5 star rhiad restaurant. Roof-top cocktails were followed by dinner around a beautiful indoor fountain and plunge pool. The venue required very little dressing, due to its sumptuous and sophisticated décor.</p> <p>Belly dancers and local musicians provided entertainment throughout.</p>
Day Five	Departures
Result	"...that our dealers were being looked after, with every detail being taken care of...was a great testament to you and your team. Well done!"

