THE BRIEF

It was a traditional sales incentive celebrating the top clients of a UK based insulation and interior building products' distributor. The aim of the incentive was to celebrate the attendees over a four night five day itinerary.

CLIENT RECOGNITION EVENT

Into Africa
destination management

KEY INSIGHTS

Sometimes situations develop that are completely out of your control. In this case, the group's flight home was cancelled due to a British Airways strike. The show of how flexible, accommodating and in control you are is by how you react to the situation.
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