

CASE STUDY

LUXURY CAR COMPANY NORTHERN DEALER FORUM

EVENT

**Luxury Car Company
Northern Dealer Forum**

LOCATION

**Marriott Hollins Hall,
Bradford**

ATTENDEES

39

TASK

Our client has an "I-Care" philosophy which ensures that every part of the business cares about the service it provides to its internal and external customers. The Dealer Service Centre holds annual regional Dealer Forums which provide an opportunity for the Business Managers to meet each other and the Dealer Service Centre team and other staff from Head Office, they discuss areas of particular concern for them and their customers and to debate best practice and areas of improvement where they can take action. Head Office staff were able to explain what actions are being taken to improve the product offering and service to the Dealer network and their customers.

After the formal meeting the group enjoyed a couple of hours of light-hearted team building which involved laser clay pigeon shooting, falconry and "Driving me Quackers" - herding a flock of ducks round a small obstacle course. This was an excellent opportunity for the group to have fun together and build on the good existing relationships with Dealer partners.

CIEVENTS STRATEGY

To source an attractive country venue to suit both the conference requirements and team building brief. To come up with a unique memorable team building activity

THE RESULT

The duck herding was a massive success and caused much hilarity with the delegates!

COMMENDATION

Site Inspection:
"Many thanks for the excellent arrangements regarding yesterday's visit. Both ladies were thoroughly impressed".

Overall event:

"Once again, many thanks for all your support in organising this event - it was a great success!"



add magic