



## cievents wins Gold for Best Incentive at Event Marketing Awards

**27 May 2020** – cievents' takeover of an island in Fiji has won Gold at the 2020 Event Marketing Awards.

cievents won Gold in the 'Best Incentive category' for their incredible delivery of multinational technology company Lenovo's 2019 President's Club event.

Lenovo tasked cievents with the mission to design and deliver a once in a lifetime experience to reward and recognise 100 top achievers and their partners from Lenovo. So cievents raised the bar by doing a takeover of Fiji's Malamala beach club and renaming it "Lenovo Island".

The Lenovo President's Club 2019 - Fiji was designed to be a captivating island experience aimed to motivate award winners and inspire their colleagues to attend the annual event in future. Guests were given the opportunity to take part in one of three custom Corporate Social Responsibility activities with local partner organisations, positively impacting the future of the local community.

"Our mission was to bring something unique to the table and create the unexpected for our client Lenovo. The island takeover strategy gave us complete, exclusive access to the island where we could create tailored brand experiences for attendees. It was a unique moment that just isn't possible to re-create outside of this event," said Global General Manager Natalie Simmons.

"We were faced with many challenges such as the remote location and restriction of flights, and a never before used Gala dinner venue, but the cievents team rose to the challenges each time and produced an unforgettable event filled with personalisation, incredible food and entertainment and the very best Fiji has to offer".

Winning Gold has been an incredible highlight for the cievents' team, it's fantastic to have something to celebrate during such a disruptive time for our industry/or the events and incentive industry.

"To win Gold at the Event Marketing Awards is a fitting tribute to the hard work the cievents' team have put in over the past 12 months," said Natalie.

"I am incredibly proud of what we have been able to achieve alongside our wonderful client Lenovo, and we can't wait to start work on the next big project as travel restrictions start to ease."

Now in their 4th year, these awards aim to recognise and celebrate companies applying best practice to the creation, planning, production and management of innovative and successful events in Asia-Pacific. The awards were presented in a virtual prize-giving ceremony on Zoom and Facebook Live.

**ENDS.**

### Media enquiries to:

Cassandra Thurston, PR & Communications Manager, Flight Centre Travel Group  
0431 246 883 / [cassandra\\_thurston@flightcentre.com](mailto:cassandra_thurston@flightcentre.com)

**cievents.** AUSTRALIA | CANADA | SINGAPORE | MEXICO | NEW ZEALAND | UK | USA

LIVE EVENTS | CREATIVE SERVICES | GROUP TRAVEL | MEETINGS *inspire* [cievents.com.au](https://cievents.com.au)

LEVEL 5, 60 MILLER STREET, NORTH SYDNEY, NSW, AUSTRALIA, 2060 | ABN 20 003 279 534 | T +61 2 8121 2375



**About cievents:**

From our first office that opened in 1986, cievents has grown into a globally recognised, award-winning, full-service strategic meetings and event management agency.

Today the business is focused on crafting unique, insight-driven brand experiences for the global corporate market and has offices in Sydney, Melbourne, Brisbane, Adelaide, London, New York, Toronto, Singapore, Auckland and Mexico City. Our mission is to create captivating, creatively charged experiences that engage with our customers on an emotive and motivational level.

For more information please visit [www.cievents.com.au](http://www.cievents.com.au)

**cievents.** AUSTRALIA | CANADA | SINGAPORE | MEXICO | NEW ZEALAND | UK | USA

LIVE EVENTS | CREATIVE SERVICES | GROUP TRAVEL | MEETINGS *inspire* [cievents.com.au](http://cievents.com.au)

LEVEL 5, 60 MILLER STREET, NORTH SYDNEY, NSW, AUSTRALIA, 2060 | ABN 20 003 279 534 | T +61 2 8121 2375