

Fact File

Client : Towergate Partnership
Event : 'Chairman's Club'
Location : Mauritius
Attendees : 54



Brief

Following the success of the Chairman's Club 2005/06 Incentive Programme, and the winners trip to New York, Towergate Partnership wanted to continue with the programme for another year.

The new destination needed to be perceived as a 'higher value' incentive than New York and be of a different style. The number of guests travelling would increase to 54, as partners would also be invited.

Response

The idyllic island of Mauritius was the chosen destination for the Chairman's Club 2006/07. A choice of luxurious 5 star properties, an array of exciting off-site activities and the inclusion of partners made Mauritius the perfect choice.

The evening before guests departed for Mauritius, a Chairman's Dinner was held at the Radisson Edwardian Hotel. The dinner was an opportunity for staff and their partners to meet the Chairman and his executive team and for winners to receive recognition for their hard work and success in qualifying for the Chairman's Club trip to Mauritius.

The following day, guests were transferred to Heathrow for their flight to Mauritius. All 54 passengers were seated together, seats had branded Chairman's Club headrest covers and during the flight, guests were served with Champagne and chocolates.

On arrival at Sir Seewoosagur Ramgoolam International Airport, guests were greeted with a fruit cocktail and entertained by a traditional Mauritian band in full costume. A fleet of black 4x4 Shoguns transferred guests to the 5* Beau Rivage Hotel.

Beau Rivage Hotel is located on a spectacular white sandy beach at Belle Mare on the eastern coast of the island. With its traditional thatched-roof villas, it is the perfect setting for legendary Mauritian hospitality and tropical elegance at its best. The hotel boasts a luxury spa, offering all forms of treatments and fantastic water sports facilities.



During their time in Mauritius, guests experienced a selection of activities across the island. These included a quad bike safari in the picturesque nature reserve L'Etoile, Catamaran cruise along the turquoise coastline with lunch on the desert island of Ile des deux Cocos, helicopter flights around the island and a Jeep Rally treasure hunt where guests were able to drive their own jeeps. The rally finished at



Domaine du Chasseur, guests were taken high into the mountains where they were welcomed with a refreshing cocktail before lunch was served in a traditional thatched restaurant affording beautiful views across the island.

Throughout their time in Mauritius, guests dined in different restaurants experiencing a range of cuisine. On the last night, a themed dinner was arranged on the beach and guests were entertained by a traditional Sega band. As a farewell gift and a reminder of their time on the island, guests were given a framed group photo which was delivered to their rooms on the last night.

Jarvis Woodhouse Events designed and produced all branded support material for the incentive programme, which included posters, brochures, invitations, itineraries, ticket wallets and luggage labels.

Las Vegas has been confirmed as the destination for the Chairman's Club 2007/08 and staff are already working towards their targets to ensure a place for themselves and their partners.

'I would like to say thank you to you for organising a fantastic trip which we enjoyed from start to finish. I can safely say that I am far from a dare devil and I would never have tried the activities without being part of the group. I have to say that the quad biking was a highlight but everything was fantastic and ran like clock work.'

Senior Account Executive

'I would like to take the opportunity to thank you for making our Chairman's Club trip such an unforgettable experience.'

The whole organisation of the event, communications, shepherding and timings must have taking some doing and I take my sun-hat off to you for making it look easy.'

My wife is now kicking me out of bed an hour earlier each morning to make sure I deliver the business results for Towergate to get to Vegas in 2008.....hope we see you there!'

Sales Manager