

ve
Space
CASE STUDY



AVON

Circle of Excellence

OVERVIEW

We've held a relationship with Avon since 2018, when we were first asked to deliver the 2018 Circle of Excellence incentive to Champagne and Monaco in 2019.

Before working with us, they had previously used an agency in the same country as the event was to be delivered. We were the first time they had used a UK agency.

Following great testimonials from the event, we tendered again for the event in the 2019 incentive programme which was the first time the same agency had been awarded twice.

This event was due to run in Zanzibar 2020, but due to COVID-19 was postponed to 2021 and then cancelled altogether.

We received the new tender in February 2022 and awarded the contract in April. Four days later we went to Madeira for site inspections.

Recognition
Incentive Trip

Savoy Palace,
Madeira
Reids Palace (Gala
Dinner)

30 delegates

Read on to see how we delivered a memorable incentive experience.

HOW WE DELIVERED IT



PRE-EVENT

The winners of this incentive programme are usually well travelled and some have even attended these trips before so know what to expect. With that in mind, and high expectations to meet, we carried out site inspections in April 2022 to ensure we were able to deliver a high-end incentive programme and that the activities and venues met our expectations.

For the event itself, Paulina and Lucy flew to Madeira two days in advance to carry out last-minute final meetings with the venue and ensure everything was set for the guests' arrival.



ARRIVALS

Guests joined us on 19th June, coming from central Europe, including Lithuania, Latvia, Hungary, Romania, Moldova, Czech, Slovakia, Bulgaria, and Poland, all with different flight times across two days.

The team was on hand to greet guests at the airport and ensure they were transferred to the hotel.

The guests were then welcomed at the hotel with Sterlishia flower (bird of paradise) madeira wine, and honey cake, all traditional gifts when visiting Madeira.



OUR HOTELS OF CHOICE

We used two hotels for this incentive programme.

The Savoy Palace – a brand new hotel opened in 2019 with stunning views across the ocean. This hotel was chosen as it felt very modern and classic and tied in with Avon's values.

The Reid's Palace – is steeped in the history of Madeira and a complete contrast to that of the Savoy Palace with a more colonial style. The hotel has had a recent refurbishment but is still very classic.

This hotel doesn't necessarily fit with Avon's usual style but we felt the ballroom and additional events spaces were beautiful and would create a perfect backdrop for the gala dinner.

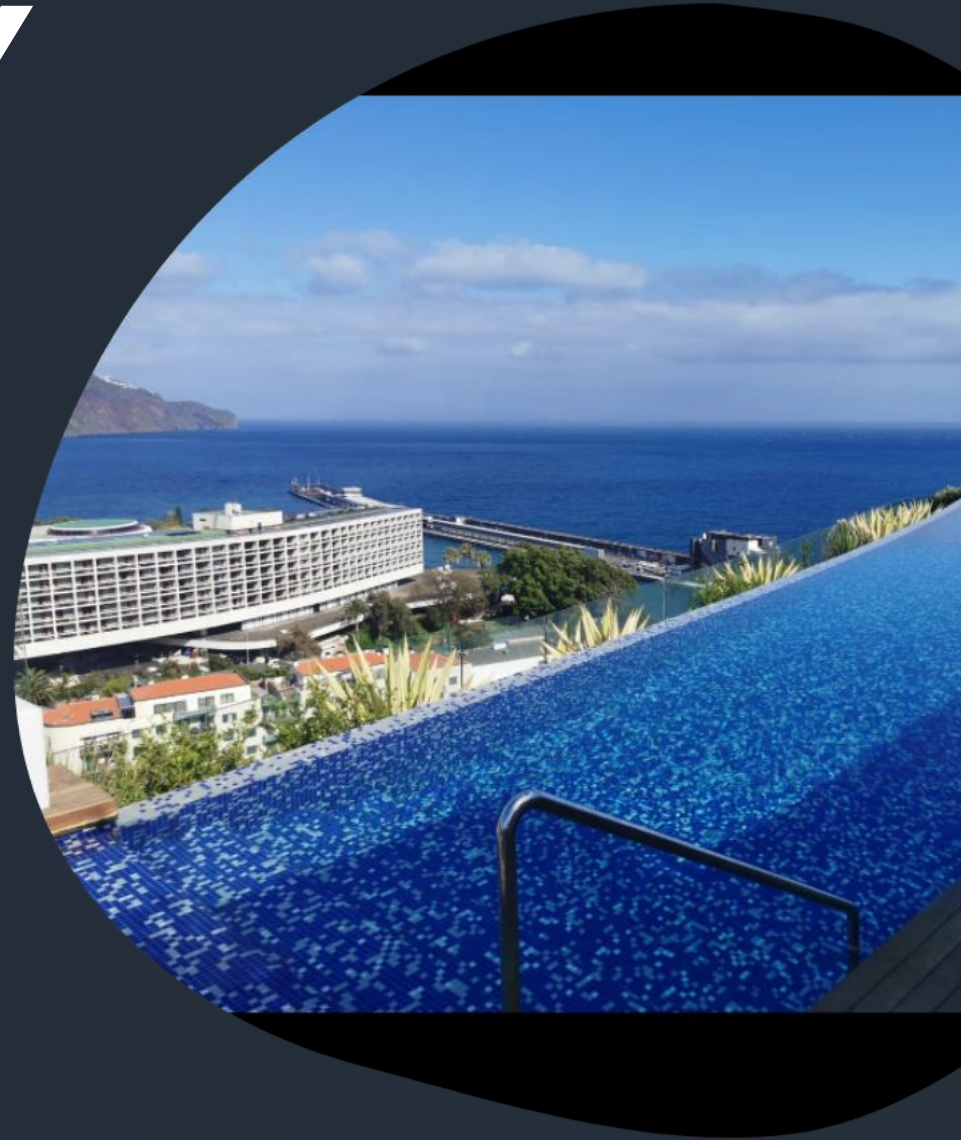
DAY 1: CULTURAL DAY

- The first day of the incentive programme had a focus on the cultural experience of Madeira. This was an opportunity to explore the island and its cultural lifestyle - it was easy to see how different it is from Portugal.
- We used this day to experience the coastline and enjoy the sunshine. Then within 20 minutes, we were in the mountains. Rather than using the coach, we went up the mountains using the famous cable cars, up to the botanical Monte Garden - a beautiful place with amazing flora and architecture.
- After some time exploring, we had lunch back down the mountain, in Funchal at the Armazen do Sol . Again, rather than a coach, we travelled via a wicker basket - operated by two men where they push you down the mountain.



DAY 1: CULTURAL DAY

- After lunch we headed on a walking tour from the restaurant to Sao Tiago Fortress, for a guided tour of the fortress and the oldest street in Funchal – Rua de Santa Maria. Here we attended an art festival where locals are asked to paint their doors to help bring vibrancy to the streets.
- Our next stop was Blandy's Wine Tasting Tour combined with an opportunity for some shopping. It was then back to the hotel to freshen up before heading to a local restaurant, Dinner at O Lagar, for traditional food and entertainment where guests enjoyed the dancing and cultural activities.



DAY 2: ADVENTURE DAY

- The second day was all about adventure!

We started the morning with a catamaran cruise to a small village called Calheta for lunch on the beach at the Onda Azul restaurant.
- After lunch, we embarked on a Jeep tour up the mountains to the second-highest peak of the island. Here we took part in a photo contest and poncho workshop. This included:
 - Stop at “Miradouro Cabo Girãopara” for a small briefing on the activity
 - Poncha workshop will be at “Boca dos namorados”
 - Return through the old paths of “Camara de Lobos”
- After the afternoon activities, we headed back to the hotel for dinner at Chalet Vicente restaurant.



DAY 3: GLAMOUR DAY

- Day three was all about pampering and feeling glamorous ahead of the awards dinner planned for that evening. Guests were booked into spa treatments in the morning followed by lunch at the Hibiscus restaurant.
- We arranged Classic Cars to transfer guests from The Savoy Place to Reid's Palace for reception drinks in the House of Lords.
- The gala dinner was held in the House of Commons with a live band playing throughout the meal and a dancer performing the Charleston representing the 1920s when the hotel was built.
- We organised a group of 40 dancers, each dressed to represent the different flowers from the Madeira Flower festival, exclusively for our group. The highlight of the trip was for the guests to receive their awards and these were presented throughout the meal in Awards Moments. The evening culminated in a fireworks display.


DAY 4: RELAXATION DAY

- No activities were planned for this day, it was an opportunity for guests to relax and explore the island on their own accord.
- Our team remained at the hotel, providing information on where to go and letting guests know that we were always accessible by phone should they need us.
- Dinner that night was in the mountains at the Montanha restaurant.



CHALLENGES

- Our main challenge was the location. Madeira was chosen due to no COVID-19 regulations at the time, so would be easier to get guests from multiple destinations together. However, Madeira doesn't have the typical 5* resorts compared to other destinations in Europe that Avon has previously experienced. So our challenge, with the short lead time, was to create a 5* experience for guests that they would expect.
- As not a typical incentive destination, local suppliers tend to have a more laid-back approach to their ways of working which led to a few smaller challenges. As a result, we headed to Madeira two days before the event was due to start which gave time for full pre-event meetings, visiting the different venues, and finishing shopping for the finishing touches.
- And due to its location, and unreliability on postage, we travelled with all the gifts in our own luggage to ensure we had everything on arrival.



I loved how we all worked so well together as a team and demonstrated flexibility when needed. There are less suppliers available compared to that on the mainland so requires a lot more organisation, but the Island but offers a perfect setting for incentive programmes.

What we particularly liked about the Savoy Palace is that it has great conference facilities with amazing production, so should certainly be considered for more formal corporate events as well. It's also a much cheaper destination compared to other incentive destinations which allowed us to do more with the programme and offer so much variety in the experiences for our guests.

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