

ve  
Space  
CASE STUDY



**AVON**

Circle of Excellence - Iceland

# 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 then were contracted to do their 2022 incentive where we went to Madeira.

This takes us up to the 2023 trip to Iceland.

Recognition  
Incentive Trip

Iceland Parliament  
Hotel, Curio  
Collection by Hilton

26 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 2023 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 flew to Iceland two days in advance to carry out last-minute final meetings with the venue and client to ensure everything was set for the guests' arrival.



## ARRIVALS

Guests joined us in stages from 10th June, coming from Europe, including Lithuania, Hungary, Romania, Czech Republic, Slovakia, Bulgaria, and Poland, all with different flight times across two days.

The team was on hand to greet guests at the hotel to ensure they arrived safely.

The guests were then welcomed at the hotel and got themselves settled in before they went to dinner at Apotek Restaurant on the first day.



## OUR HOTEL OF CHOICE

We used Iceland Parliament Hotel, Curio Collection by Hilton for this incentive trip.

Located in the city centre, right next to the Icelandic Parliament and just a five-minute walk from Reykjavik Cathedral is Icelandic Parliament Hotel. The hotel has some great amenities on site such as a spa, first-class restaurant, and extensive event spaces.

Our site inspections and pre-event communication with the venue went very well. The hotel has stunning décor and as newly build hotel, it could provide a luxury Nordic experience for our guests. The location worked well as it was a city centre-based hotel within walking distance to main streets of Reykjavik.

# DAY 1: ARRIVAL

- On the first day, we were managing arrivals and ensuring everyone arrived smoothly. We arranged for a dinner at Apotek on the first night to bring everyone together.
- We had a challenge on the first day as a flight from Romania was cancelled. We managed to step in and rebook new flights with an organised overlay in Amsterdam with accommodation. Even if we had a group of 7 delegates in another country, we made sure that they are look after!



# DAY 2: ADVENTURE DAY

- On the second day we took guests in Jeeps to Þingvellir National Park for a walk around the park. They then had a tour through the Lava Tunnel. This unique and exciting activity was a great start to the incentive.
- The group then were taken to Stokkseyri for lunch. Afterwards, they went to Gullfoss Waterfall where guests had some free time to take photos and enjoy the gorgeous scenery. To finish off the activities, guests arrived at Geysir Hot Spring to enjoy the naturally occurring hot springs before heading back to the city.
- Ending the day, guests went out for dinner to Grillmarket Restaurant for an Icelandic inspired tasting menu.



# DAY 3: CULTURAL DAY

- On the third day, it was all about culture. Guests were taken on a private walking tour of the city, seeing the Old Harbour, Parliament Square, and Harpa Concert Hall. They then stopped at BakaBaka Bakery for a coffee and traditional Icelandic Kleina.
- After this, the guests were taken to see some more sights in Reykjavik before having lunch at KOL Restaurant. After a two-course lunch, the group had some free time to relax and get ready for the gala dinner.
- In the evening, guests attended a gala dinner in the hotel's Independence Hall. There were firebreathers and a fantastic ice sculpture that wowed guests. The staff at the hotel went above and beyond to meet our objective and made the gala dinner successful.



# DAY 4: RELAX DAY

- The fourth and final day was a relaxing day for guests as they went to Blue Lagoon – a thermal spa outside Reykjavik. Before they could relax in the pool, guests had a two-course lunch at the Lava Restaurant. The afternoon was theirs to enjoy the Blue Lagoon spa. This was a highlight of the trip as everyone loved this unique experience.
- As their final dinner, the group went to the Food Cellar Restaurant for a luxurious three-course meal before flying back early the next morning.



# CHALLENGES

- Our main challenge was the accommodation. Reykjavik has a limited variety of accommodation that met Avon's criteria for this incentive. It became a challenge when some of the 4-star hotels did not have enough twin rooms in the hotel inventory. We had a limited list of hotels which could accommodate our group due to location of the event.
- We reached to all hotels with higher standards to ensure that we covered all options for accommodation. In the end, we went with Icelandic Parliament Hotel which fit the brief perfectly and had capacity for all of our guests.







As this was our fourth year working together, we knew our requirements and standards for the trip, and specifically the gala dinner. The venue looked beautiful incorporating the colour red as a main theme! The firebreather and ice sculpture was an amazing addition that the guests loved.

Throughout the process, I had great communication with the Avon team. We have built an open and transparent relationship and we work so well as a team. I love working with Avon every year as our relationship and understanding of each other strengthens every time.

Paulina Zapala  
Senior Event Manager, veSpace



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