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CASE STUDY



**MAN Truck & Bus UK Ltd**

National Winners 2023

Incentive - Munich

# OVERVIEW

In October 2023, MAN Truck & Bus UK held its prestigious event, National Winners, where deserving recipients were celebrated at a grand event in Silverstone. As part of their reward, winners were invited on an incentive trip to Munich which would include a visit to the MAN Truck & Bus plant in Munich.

However, unforeseen challenges arose, putting the success of the incentive trip at risk. Despite facing adversity, our team rose to the occasion, demonstrating resilience, adaptability, and unwavering commitment to delivering an exceptional experience for MAN Truck & Bus UK and its delegates.

National  
Winners  
Incentive Trip  
to Munich

Sofitel Hotel

28  
delegates

Read on to see how we did it...

# CHALLENGES FACED

The initial plan included a visit to the MAN plant in Munich as a highlight of the incentive trip. However, all flights to Munich were cancelled due to severe weather conditions, causing significant disruption to the itinerary. Additionally, a last-minute change in event managers added another challenge to the event, though through our robust internal processes, ensured seamless transition between event personnel.

## **Solution and Execution:**

Despite the setbacks, our team quickly formulated a plan to salvage the incentive trip. Leveraging our strong relationship with MAN Truck & Bus UK and effective internal communication, we shifted gears to ensure a seamless experience for the delegates.

With flights rerouted to Stuttgart, we coordinated transportation and logistics to ensure all delegates arrived safely and on time. Our proactive approach included arranging welcome drinks and lunches upon arrival, providing a warm reception despite the unexpected circumstances.





# OUR SOLUTION

At 8.30pm, the day prior to departure, we learned that Munich airport was planning to close due to adverse weather. Our project team worked all hours on a contingency with travel partners to source alternative flights should the airport actually close. We managed to get Paulina to fly out early before closure and to ensure she was there ahead of delegates and work from the ground on the logistics of the incentive programme.

Munich airport did close so the contingency flights we sourced from Heathrow to Stuttgart were required.

The trip was originally intended for 28 deserving delegates, however with restricted flights only available from Heathrow, delegates from the North of England opted out of the trip, taking the numbers down to 14.

The delay in flights and getting people safely to Munich resulted in us losing a full day from the itinerary, including the tour of the MAN Truck & Bus plant.

We adapted the itinerary to accommodate missed activities, rescheduling tours and events to maximise the delegates' experience. From Bavarian-themed dinners to interactive workshops like beer tasting and yodelling, we curated memorable moments that captured the essence of the region, despite the challenges faced.



# CHANGE OF EVENT PERSONNEL

The flight delays was not the only challenge we faced on this event. Unfortunately, due to illness we experienced a change of event personnel between pre-event planning and onsite. However, we were able to ensure the successful delivery of the event through adaptability, quick decision-making, and effective communication.

The global events team work closely on all their events, that should a situation like this arise, there is always and standby event manager that is able to step in and ensure a seamless transition.

On this occasion, Trudi was the event lead who due to illness was unable to fly. Fortunately, Paulina has a fantastic relationship with MAN Truck & Bus UK, and one of our most experienced event managers when it comes to incentives, she was able to fulfil the role onsite event management responsibilities.

Although Trudi was unable to fly, she was able to support remotely ensuring Paulina could focus on the welfare of the delegates.



# WHY USE EVENTS SPECIALISTS

## Flexibility and Adaptability

The ability to adapt quickly to unexpected changes is essential in event management. By remaining flexible and open to alternative solutions, the team was able to overcome challenges and deliver results.

## Effective Communication

Clear and consistent communication among team members is paramount, especially during times of crisis. Transparent communication helped the team stay informed, aligned, and focused on their objectives.

## Preparedness

Anticipating potential risks and having contingency plans in place is crucial for mitigating the impact of unforeseen events. The team's proactive approach to identifying backup personnel and contingency measures ensured they were well-prepared to address any challenges that arose.



# REVISED INCENTIVE PROGRAMME

## Day 1:

Arrivals

Welcome  
drinks/lunch at hotel

Dinner  
Bavarian

Entertainment  
Beer Tasting  
Yodelling Workshop

## Day 2:

Guided Tour of  
Christmas Market

Optional Tour of  
Royal Residence

Dinner  
181 Restaurant





# THE OUTCOME

“Crisis reveals character, and in the realm of event management, it’s not about avoiding challenges but rather how we navigate them. The seamless execution of an event hinges not only on meticulous planning but also on our ability to adapt, communicate effectively, and rally as a team in the face of unforeseen obstacles. It’s in these moments of adversity that we truly showcase our resilience, resourcefulness, and unwavering commitment to delivering excellence.”

“As an event manager stepping into unexpected circumstances, the challenge wasn’t just about filling shoes; it was about ensuring continuity while infusing my own style and expertise into the role. Fortunately, I have a great relationship with the Client so for me this was a test of agility, requiring quick thinking and decisive action to ensure delegates still received the experience they deserved. The support of Trudi back in the UK allowed me to focus my attention solely on the delegates, knowing she had the logistics in hand.”

Trudi Wagner

Event Director

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Paulina Zapala

Senior Event Manager

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# DELEGATE FEEDBACK

Just a quick email to say thank you for a Fabulous couple of days, you certainly pulled rabbits out hats for us!

Hope you got home safely, have a great weekend :)

Everything was wonderful. Outstanding service from you and your team

Thank you so much for a brilliant few days in your company. You were so attentive to everyone's needs, allowing everything to run smoothly. Hopefully see you again on a future trip.

Thank you for organising all this. I know it hasn't been easy – so it is much appreciated.

Thank you again for everything you organised and looking after us so well.





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