

CASE STUDY

Client X

Monaco Incentive 2022

May 2022

13
31
EVENTS

Client X creates truly unforgettable annual events to cement client relationships

Client X operates in a fiercely competitive financial space. It provides leasing or asset finance solutions that help its reseller partners across 33 countries sell their products and services to their own customers.

Maintaining these key relationships and encouraging clients to sell using finance is business critical. That's why in 2018, the UK division of Client X decided to provide its top performing clients the chance to qualify for an event that would reward their success in utilising the financial solutions offered by the company.

However, they needed something different from the norm. In fact, they wanted it to be extraordinary.

Marketing Team Leader Jane Harvey explained "IT and equipment brands and resellers are frequently rewarded by their partners for their business. They are often invited to events. Our events had to be of top quality and real luxury to interest them and make our 1000+ resellers want to come on these trips."

The first event was to be a spectacular event in Paris, to coincide with the 2018 Prix de l'Arc de Triomphe horse race. The idea, conceived by MD John Lawson, was to create events around occasions or in places that clients would never normally arrange for themselves.

Ooh la la! A trip to Paris

1331 Events was first asked to plan and execute the Paris event, with a simple brief to create an unforgettable, once-in-a-lifetime experience. They were needed because Jane

is fully occupied with digital marketing, exhibitions, and communications duties. This already includes a full schedule of partner, corporate charity and hospitality events.

Jane told us "From an events point of view we have more than enough to deal with. If I had to manage this big event too, I just wouldn't be able to do it all. It's wonderful that 1331 Events can look after the event and its management completely, and that they are just able to get on with it!"

The Paris event attracted 60 applications from among the resellers, of whom 13 qualified to attend. It was hugely successful, and the attendees were polled about their next desired destination.





Christmas in Vegas baby!

1331 Events were asked to help Client X again to organise the next event in Las Vegas in 2019.

Olivia and Amy from 1331 Events made efforts to ensure everything was perfectly planned. At their own expense, they flew to Vegas to visit seven hotels, check out more than 30 bars and restaurants, see three shows and trial two potential delegate activities before making their final recommendations.

1331 Events delivered a concept for the 4-day trip to include a reception, joint and optional individual activities for guests, a gala dinner, and an American brunch. Jane was happy to accept all the ideas. “I always know that Amy and Olivia have done all they can, so I can have complete confidence in their recommendations. They have visited every venue, tried the food, and tested the service” she said.

Not only was it a longer haul destination, but the number of attendees was significantly larger. Word had got out about Paris, and 113 resellers applied. There was a significant increase in numbers qualifying for the trip. The numbers only became clear 10 weeks prior to the event, with 55 clients qualifying to attend.

The team at 1331 managed the event end to end, from organising outbound flights and US transfers, negotiating contracts with the Vegas hotels and venues, managing pre-event delegate communications, and on-site event management.

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On the grid for Monaco

2022 promises to continue the success of the previous ventures, and the client event that is being designed around the Grand Prix at Monaco promises to be unforgettable indeed.

Immediately it was announced, it was clear that the interest was still building, with 130 applications. This enabled Client X to sharpen the qualification criteria and make it more exclusive than ever. A delighted 16 resellers have qualified for this year.

Asked why the events continue to gather momentum, Jane said “Our success lies not just in the delivery of the event, but the feedback from the resellers and their keenness to come to the next event - word has spread, and it has grown year on year.”

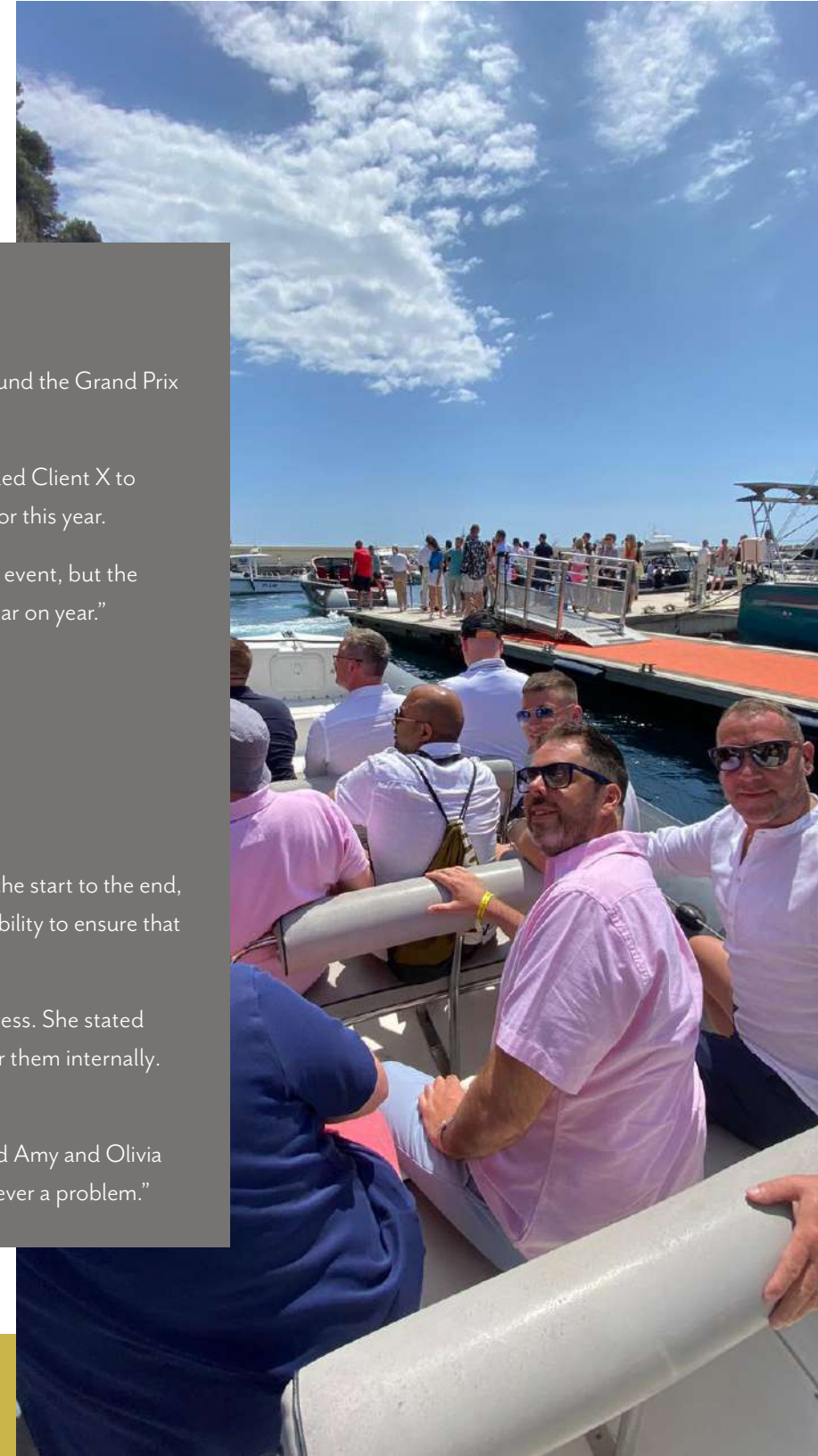
Total trust creates complete confidence

Client X continues to work with 1331 Events to plan its 2022 event.

“We would never be able to put on events like this without their support. 1331 Events thinks of everything from the start to the end, which is important to give a seamless experience for the clients when they are there. It is a great deal of responsibility to ensure that every hotel, restaurant or logistics supplier they bring to us is of great quality.”

Success starts long before the event itself. The event team ensures that Jane maintains clear oversight on progress. She stated “1331 creates project plans so that I know what’s coming from a client perspective, and what I have to action for them internally. Their client management is great, and I feel like they take me on the event journey with them.”

“I have a strong relationship with 1331 Events now. You only go back to those suppliers you know can deliver, and Amy and Olivia always deliver what they say they will. They have a huge amount of experience, as well as drive – and nothing is ever a problem.”



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Jane Harvey, Marketing Team Leader, Client X UK

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Big thinking means big surprises

1331 Events likes to surprise its clients. They proposed to Jane that this year's attendees stay at a beautiful Chateau hotel in the mountains overlooking Nice, with exclusive use of the venue and helicopter transfers to the event. Jane explained "When we decided on Monaco for this year's event, we assumed the accommodation would be nearby. Instead, 1331 suggested a Chateau, as a complete surprise and wildcard suggestion. Of course, we agreed. They are always good at bringing great ideas, whether it's where to stay, the activities, or introducing an app to support our guests at the event."

Jane knows that the logistics are more challenging for the event team, but the experience for the guests is transformed when this open thinking is applied. She continued "Staying in the Chateau and flying the clients to Monaco is not a point of detail, it's a game changer – 1331 don't think small, they think big. Including private jets, vintage cars and helicopter rides from the Chateau to a yacht in the marina creates a lot of moving parts. It is a huge amount of work to put together this kind of trip. Without 1331 Events, this just wouldn't happen."





Finding opportunity in small places

Details matter a great deal when designing a great event experience. 1331 Events do small things that surprise and delight everyone on each trip, including the Client X senior management team. Jane said “Amy and Olivia are so good at the fine details. They put in small surprises and gifts that make things more interesting for our resellers, and tailor it to them with personal branding.”

She added “It isn’t only our guests. Our senior executives also come along on these events – they like these small surprises too, and now have the same faith as I do in working with 1331 to deliver an experience like no other.”

No guest is ever in doubt about it being a Client X event. Jane recalled “1331 finds branding opportunities in the finer details, always ensuring our brand is visible and correct. In Las Vegas that meant logos on the table cards for meals, name badges, gift bags - and even on a branded casino chip gift. It is all very thoughtful - they created a Client X Las Vegas ‘recovery kit’ including soothing eye balm and stomach settlers.”

“They put together these little things that often don’t cost a great deal and are fun - but they also have a job to do, so our resellers remember our brand.”

Balancing the event books

Events of any size can be costly, and it is important to any business that money is spent wisely, especially to a financially astute organisation. 1331 Events has helped to keep costs under control at each event. Jane recalled “We actually came in under budget at these past two events. 1331 Events are very cost-conscious. They find better options for everything whenever possible. For example, finding the optimal supplier to create a gift that has a racing car etched into it – some of the options were very expensive. Olivia advised us on the best balance of expense and quality.”

These client relations events may be fun, but they also mean business. For Jane, that rests in the opportunity to build and reinforce personal relationships with the clients. “Many marketing people don’t get the chance to interact directly with their company’s customers. I’ve had the opportunity to go away with them and understand our clients and resellers much better because I can engage and network with them. It has given me a chance to showcase what I can do for the company and demonstrate my client knowledge.”

The return on investment has been quite clear for Client X. “These events have not only been extremely popular with resellers who have attended, they are also talked about. People constantly refer to them, for a long period afterwards. They tell us that the events are unbelievable and ask us to continue them.”

Jane is optimistic about the Monaco event and the continuing relationship with 1331 Events. “They are fabulously strong communicators, always giving you all the information you need, and totally reliable. There has never been any request they haven’t delivered for

me - and they are huge fun to be around too.”

In conclusion, she said: “Monaco is already a success from a planning perspective - all that remains is the delivery. Ever since Paris, resellers have told us ‘don’t stop doing these events’, and I think they are one of the reasons that Client X is being put further on the map for these businesses, and that keeps them coming back.”





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