



📍 OVERVIEW

An Annual incentive trip in Tuscany organized for the 160 best employees of South Africa’s leading bank, maintaining the WOW factor throughout the entire journey. TERRAEVENTS Italy’s task was to find the right balance of group and à la carte activities such as cooking class and perfume workshop and unique locations that guests had never experienced before. For the awards dinner TERRAEVENTS Italy’s challenge was to combine a traditional venue with cutting-edge technology for a classy result. TERRAEVENTS Italy successfully managed to coordinate all the suppliers like the director of an orchestra whose task is to let the all musicians express themselves, with the common goal of achieving perfect harmony.

💬 REQUEST

- Plan a perfect balance of group and à la carte activities, plus, unique venues and restaurants that guests simply could never have experienced for themselves
- This MASTER OF EXCELLENCE program meant that the WOW factor had to be maintained throughout the entire Tuscan journey: superior accommodation in authentic Italian settings, engaging activities, a zero-miles Tuscan gastronomic experience and an enthralling pageantry display for the gala dinner.

✓ RESULT

- ✓ Our program was executed precisely and expertly to meet client approval, organisation on both sites was meticulously choreographed and no detail was overlooked.
- ✓ Invitees registering for each à la carte activity often changed choices last minute; thanks to our teamwork and the availability of the knowledgeable onsite guides we managed to fulfil every last-second request.
- ✓ For the farewell & awards dinner our challenge was to combine a traditional venue with contemporary cutting-edge technology for a classy result.
- ✓ Most of the South African guests had dietary restrictions due to religion and it was difficult to overcome the challenge without showcasing local Tuscan culinary traditions, however, by focusing on freshness and provenance we managed to successfully meet all the requirements and provide dedicated menus.
- ✓ We successfully managed to coordinate all the suppliers like the director of an orchestra whose task is to let the all musicians express themselves, with the common goal of achieving perfect harmony.

MEMBERS CHOICE

Under the Tuscan Sun

