

MEETING AT SEA

CLIENT: A global leader in wireless, automotive & broadband communications.

PROGRAM TYPE: Meeting

SIZE: 400 passengers

DESTINATION: Bahamas via Disney Wonder

OBJECTIVE: Global knowledge sharing session with participants from 11 countries

PROGRAM DETAILS: Client gathered key employees with varying job functions from all international divisions for idea sharing sessions to solve challenges within the company. Each team presented their ideas / solutions via tradeshow setup with top displays and visual aids

CHALLENGE:

1. Two week lead time from concept to site selection contract
2. Exclusive dining for 500 participants
3. Flexible meeting space to accommodate twelve hours of meetings.
4. State of the art technology for meetings and communications for client who is a leader in technology
5. Motivational appeal as a venue for young active group

SOLUTIONS:

- The Disney Wonder's availability, existing meeting space, production facilities, and itinerary offered an all-in-one solution and motivational appeal to meet and exceed meeting requirements.
- Participants were assigned to private use of one of the ship's main dining rooms
- Meeting sessions were scheduled to run concurrently in lounges throughout the ship
- Participants were scheduled with time off during the afternoons in each port to take full advantage of the appeal of a Bahamas itinerary
- Cruise ship and private island experience provided environment and opportunity for teambuilding as well as individual recreational activities
- The ship's Internet café offered up-to-date technology to keep participants in touch with their homes and offices

PROGRAM RESULTS:

- Breakthrough problem solving between divisions and knowledge sharing.
- Team building and renewed motivation for participants.
- Meeting planner considered the program to be a "highlight of his career" and, driven by the success of this program became a strong cruise advocate.



Sample Agenda	Sample Agenda
Nassau, Bahamas 9:00a / 3:00a	Castaway Cay 8:00a / 5:00p
Group Breakfast 7:00a-8:00a Triton's Deck 3, Midship	Group Breakfast 7:00a-8:00a Triton's Deck 3, Midship
Poster Session 8:00a-10:00a Animator's Palate Deck 4, Aft	Sector/Group Management Meeting 8:00a-10:00a Buena Vista Theatre Deck 5, Aft
General Sessions 10:00a-12:00n SCOG TFE Buena Vista Cinema Deck 5, Aft 10:00a-12:30p GTDG TFE — Wavebands GMSG TFE — Studio Sea SSG TFE — Barrel of Laughs Deck 3, Forward	Group Staff Meetings 10:00a-4:30p GTDG — Grouper Pavilion 10:00a-5:00p SCOG — Conference Center #1 GMSG — Conference Center #2 SSG — Conference Center #3 Deck 2, Midship
Group Lunch 12:30p — 1:30p Parrot Cay, Deck 3, Aft	Lunch 11:00a-2:00p / Castaway Cay
Poster Session 1:30p-3:00p Animator's Palate Deck 4, Aft	Afternoon — On Own Beach Games Massage Watersports
Afternoon on Own In Nassau	
Evening Show 6:00p-6:45p Walt Disney Theatre Deck 4, Forward	Evening Show 6:00p-6:45p Walt Disney Theatre Deck 4, Forward
Combined Reception 7:00p-8:15p Wavebands & Barrel of Laughs Deck 3, Forward	
Late Seating Dinner 8:30p Triton's, Deck 3 Midship Formal	Late Seating Dinner 8:30p Animator's Palate, Deck 4, Aft Casual

