



MetLife

"The Venetian team and its facilities were absolutely overwhelming; it's the biggest reason that made our event a great success."

Sue Kang, Conference Services Senior Supervisor, MetLife

THE BRIEF

The Korean offices of MetLife, a global insurance company, planned its 2010 president's council, an incentive trip for 2,000 of the company's top achievers and their families, with one group of 1,000 staying from April 12 to 16, and another from April 16 to 20. During their stay the guests would have daily breakfasts together and attend an awards ceremony and gala dinner. They chose Venetian because of its capacity for such a large group and its entertainment and other exceptional facilities.



CHALLENGES

At the very start, the Venetian team's resourcefulness was called into play when flight delays caused unexpected schedule changes. One group was delayed for three hours, and only arrived at midnight. The unusual size of the groups meant that check-in needed to be handled in a very organized way, and logistical planning had to be precise.



One big challenge was to turn over the space between the gala dinner and awards ceremony; the Venetian team had only thirty minutes to set up the buffet.

HOW WE MADE IT HAPPEN

Extra staff were stationed at reception to make sure check-in went without a hitch. Guests were given snack boxes and led to the arrival hall, where they received Key Express service. Part of the reason this plan was so successful was that guest information was received from the organizer before they arrived, so all they had to do was present their passports.



To make room for the large groups, six ballrooms were joined together for the gala dinners. A special menu was designed that would allow 1,000 people to finish their meals in time for the award presentations, which also had to include Korean preferences, such as kimchee, beef, and dishes for kids, and for this careful planning with the MetLife team was necessary. After dinner entertainment was provided by a Korean comedian invited by Met Life.

The Venetian team had a lot of communication with Met Life and the Korean agent, Mido. Tickets in Korean with maps were printed in advance and ready for the travel agents to distribute to the guests when they greeted them.



The team also enlisted Korean-speaking members, and set up a telephone hotline with one operator in each of two locations in the hotel; the tour desk for daytime calls, and the duty phone at night time. They received a number of calls, for example from Qube, with requests for interpreter services.

One group was staying over the weekend, a busy time for the hotel, so the Venetian team had to analyze the capacity of the canal per hour, to devise a plan together with the gondola department for gondola rides, which extended over two days for each group. For this, a canal was designated for Met Life only, a backdrop at the canal was set up for family photos. Grand Canal Shoppes shopping carts and discount cards to Zaia and Qube were distributed to guest on their arrival.

City tours on Venetian buses were arranged to sites like St. Paul's Ruins. The team came up with a bus schedule and positioned Korean-speaking at strategic points around town, like Senado Square.

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