



CASE STUDY: A&A Manufacturing

Country of Origin: UK
Client: A&A Manufacturing
Number of Attendees: 289

LOCATION: Shannon & Dublin
DURATION: 7 Days
DATE: December 2019

For this incentive, we worked directly with a corporate end client, to arrange their annual incentive in Ireland. The programme was split between Adare Manor, for the Shannon portion, and the Westbury Hotel, for the Dublin portion. It was a classic incentive, with formal dinners and entertainment, and full group sightseeing and experiences in both locations, including Killarney, the Cliffs of Moher, Dublin's North Coast and a Musical Pub Crawl in Dublin City. The initial planning was straightforward, with few challenges, aided by the Meet in Ireland Site Inspection Support, and later, when confirmed, the Programme Enhancement Support.

However, during the event, we faced a number of logistical challenges. The arrival flight was diverted from Shannon to Cork Airport, leading to a last minute challenge and rerouting of all coaching to collect the guests. These logistical challenges were echoed when the group arrived in Dublin, with the farmers' protests taking over the city centre with tractors, making logistical movements much trickier for such a large group. As all of the tours were for the full group, it took a lot of management of the guests, staggering the coaching etc, to achieve a seamless result for the client.

The client was delighted with the programme, and with the range of outdoor options that were achievable in the so-called 'off season' of December. Based on our performance on this event, the client has asked us to operate their next incentive trip to South Africa, which is a great pat on the back after a fabulous incentive!