



CASE STUDY: LVM

Country of Origin: Germany

Client: LVM Insurance Company

Number of Attendees: 4 back to back groups of 350 attendees

LVM insurance company in Munster, Germany looked to Dublin as a possible 2014 incentive destination for 4 back-to-back groups of 350 persons each. The challenge was 4 nightly events that were different, fun and entertaining, and venues for these numbers.

The solution was a complete make over of the ballroom in the Four Seasons Dublin to create an Irish village complete with shop fronts, street signs, roving entertainers and 'street children' - then the Concert Hall in the RDS in easy walking distance (no transfer costs) – and the grande finale of a spectacular Irish Night in The Round Room with a completely bespoke show of dancers on tables, and a wrap around giant screen with splendid scenery from the West Coast.

Guests reaction was one of amazement and enjoyment and the client's testimonial is proudly on our website <http://www.wallacetravelgroup.com/about-us/testimonials.243.html>