



## CASE STUDY: NettApp

**Country of Origin:** UK

**Client:** NetApp

**Number of Attendees:** 1500

Our client Corporate Rewards was charged with not one, but 2, multinational conferences for their client NetApp. In 2013 they brought 1,500 delegates to Dublin

The challenge was transport logistics for such numbers from 15+ hotels morning and evening and one Giant Party Night for all delegates together.

Our solution was meticulous planning and management of all drivers, locations, timings, signage and this even included communication with the Gardai to smooth traffic management at The CCD. The party night was held at Guinness Storehouse where we had elaborate F&B and musical entertainment on all floors, turned Gravity into a Member's Club for the Highest Achievers, had trapeze artists performing from the great metal beams in the entrance level, and fire eaters & stilt walkers to welcome guests off 42 motor coach arrivals the same night.

NetApp and Corporate Rewards were so pleased with the transport and staffing management, and the unforgettable night at Guinness Storehouse that they returned to Dublin in 2014 with just under 2,000 delegates – and we did it all again!