

Lux inspires the best in Lisbon

A regatta and a dinner in a historic convent were among the highlights of memorable incentive

THE BRIEF Lux is a leader in direct sales of high-quality household appliances. "We had to create a memorable event to motivate the best sales and branch managers," says agency TLC managing director Diogo Assis. He adds that Lux wanted the event to reflect core values such as customer loyalty and respect, while offering fun alongside any work.

CHALLENGES "The main challenge was to deliver a better event than the previous year in Istanbul," says Assis. He felt this could be achieved through the design of the programme, logistics and the summer weather. "For the awards and gala evening there was a big challenge as the client wanted a great venue for the awards followed by a memorable gala dinner," he adds. "The timing of the event meant that there would be terrible traffic."

SOLUTION TLC studied the videos of previous years' events to understand expectations and build on them. As for the transportation issue, Assis says the agency overcame the rush hour with a two-venue solution. "We used Foz Palace for the awards and the Carmo Ruins – just five minutes away on foot – for the gala dinner," he says. "It worked out fantastically."

EXECUTION The group was accommodated in the Sheraton Hotel and Spa. Located in the centre of Lisbon, the property was completely refurbished and redesigned in 2007.

On the evening of the first day, the welcome, four-course dinner was held at Espaço Nuncio. The next day began with a tram tour of the city, exclusively arranged for the group followed by lunch at Casa do Leão in the walls of Saint George's Castle. The group then headed off to the Palacio Foz for the awards ceremony. The gala dinner was then held at the ruined but impressive Convento do Carmo, felled in the 1755 earthquake. A Gospel choir welcomed the guests and after the dinner, a live band entertained revellers. The following day, the group took part in a team-building regatta on the Tagus River, which an alternative way to see the city. The farewell dinner was held at Blues, a relaxed, informal venue that reflected the young average age of the guests.

VERDICT Birgit Pfister, international executive assistant for Lux International AG, was impressed both by the city and the event. "It was a complete, intense and demanding programme that fulfilled the brief and offered different types of experiences to the guests," she says. "The attendees got to explore the city by road and river, and we had meticulously-organised dinners in exquisite venues.

"It's some months ago, but we still have great memories of our Trophy Event in Lisbon," she adds. "The feedback from delegates was extremely positive and most have told us it was the best ever Trophy Event." ■



All at sea: the trip included a team-building regatta and an al fresco gala dinner

Lux en Lisbonne

Pour un événement de motivation, la société de démarchage Lux a offert à ses 150 employés deux jours au Sheraton Hotel & Spa de Lisbonne. Au programme : tour de la ville en tramway, cérémonie de remise de prix au Palacio Foz, dîner de gala au Convento do Carmo, régates sur le fleuve Tage en guise de team-building et, enfin, dîner au restaurant Blues dans une atmosphère détendue. Birgit Pfister, assistante de direction à l'international chez Lux a déclaré : « Ce programme précis, intense et exhaustif a coché toutes les cases et offert un large éventail d'émotions. ■

Lux in Lissabon

Direktvertriebsunternehmen Lux lud 150 Verkäufer zu einer Motivationsveranstaltung ins Sheraton Hotel und Spa in Lissabon ein. Vor der Prämierungsfeier im Palacio Foz und einem Galadiner im nahegelegenen Convento do Carmo machten die Delegierten eine Stadtbesichtigung per Trambahn. Am nächsten Tag nahmen sie an einer Regatta auf dem Tagus teil, die die Teamentwicklung fördern sollte. Im zwanglosen Ambiente von Blues fand das Abschiedessen statt. ■

Lux en Lisboa

Lux, una compañía de ventas, llevó a 150 de sus comerciales al Hotel Spa Sheraton de Lisboa para un programa de motivación. Los asistentes recorrieron la ciudad en tranvía antes de asistir a una ceremonia de entrega de premios en Palacio Foz y a una cena en el cercano Convento do Carmo. Al día siguiente, asistieron a un ejercicio de formación de equipo durante una regata en el río Tajo. La cena de despedida tuvo lugar en Blues. Birgit Pfister, ayudante ejecutiva internacional de Lux comentó: «Fue un programa muy completo, intenso y variado que cumplió todos los requisitos.» ■

FACTFILE

Company Lux International AG, Switzerland
Event incentive
Group size 150
Agency TLC – Events in Portugal
Date 31 May – 1 June 2008
Venue Various across Lisbon
Budget Undisclosed