



## SALES INCENTIVE CASE STUDY

# Surprise & delight down under

A leading biotechnology company wanted to create an intimate, once-in-a-lifetime experience for their top sales performers. The client wanted little of the agenda shared. They wanted to surprise attendees each day, and wanted this active group to experience Australia in a way that was nothing like a typical tour.



## Challenge

During the planning process, the U.S. exchange rate declined and the cost of the program went up by almost 30% from its initial costs. The client was committed to Australia and wanted Augeo to make cost saving recommendations.

- We encouraged shortening the program by one night and saved almost 20%
- We pursued retrieving the various VATs paid on program components and generated another 10% in savings

## Solution

### White glove service in a magical destination

We flew 62 attendees business class to Port Douglas, Australia—the closest mainland point to the Great Barrier Reef. The client wanted an element of surprise at every turn. Guests were only told when and where to show up.



## ○ Agenda

- Breakfast at the Animal Habitat—where the guests got to feed Kangaroos
- A mystery dinner reception in the rainforest—guests didn't know where they were being taken in the dark of night
- A day on the Great Barrier Reef
- Being a STAR at their own Gala Awards Evening—where guests were the “stars” of the show and dinner was concealed behind the stage of the State Theater

## Results by the numbers

21

thank you notes written  
to Augeo by participants

30%

in budget savings

5

was the top score of our  
survey for participants

100%

happy client

“

“Every little detail of this program was planned to absolute perfection. You guys are great to work with—thank you!”

—Vice President, Sales

augeo

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