



MEETINGS & EVENTS CASE STUDY

An annual incentive event success story

For six years, Augeo has worked with one of the top mobile providers in the U.S. to host their enterprise-wide incentive program for top performers. This year, the company chose to host the event in San Juan, Puerto Rico with a group of nearly 1,500 participants to support the island still in recovery after Hurricane Maria. With a lead time of only 10 months, Augeo was able to plan and execute this five-day celebration.



○ Challenge

Planning an impactful event on an island still recovering from Hurricane Maria

With five months until the program, the team learned that the hotel with the largest room block would not be done with renovations in time for the event. By working with Discover Puerto Rico, the team was able to source seven additional hotels to find two replacements, resulting in five total participant hotels.

Event locations had to be unique, budget friendly, and central to all participant hotels. Two award ceremonies, four hotel receptions, two town halls, individual excursions, and a final night celebration were executed. The team used problem solving and testing of transportation to ensure attendees arrived at group events on time.

Puerto Rico is considered an international location in shipping terms, and the team ensured that all materials, merchandise, and production equipment made it through customs to the location on time.

Solution

With the use of a mobile app, the team created a completely digital event. The app housed individual itineraries, travel information, activity confirmations, awards night information, maps and seating charts. It also included an activity feed to post photos and interact with fellow attendees during the event.

Results by the numbers

4

participant hotels and one additional staff hotel

1,400

airline tickets purchased in less than 2 weeks

4

site visits

4

days of planned activities

10

months of lead time

4,200

room nights booked

“

“...I was worried about logistics and all kinds of things outside of our control but you pulled it all off so seamlessly. Thanks for your leadership of our outside and internal teams and I can't wait for the next event...”

-Client feedback, President and COO

augeo

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