



## ODYSSEY INTERNATIONAL DMC // // // // //

**Award Category:** Excellence in Incentive  
Travel: Europe

**Program Name:** Circle of Champions

**Client:** Anonymous

The Circle of Champions program—the largest corporate incentive group ever to come to Ireland in one movement—was an unmitigated success for a U.S.-based insurance company. The August 2018 experience, attended by 2,620 guests, boosted company sales, increased team morale and established a new standard for incentive travel in Ireland.

The reward for their top 5% performers nationwide was a five-night trip to Dublin, Ireland. The destination was confirmed in 2016 with 1,600 people expected to attend. However, as a result of a very successful year of sales in 2017 and an eagerness to visit Ireland with family members, the number of participants rose to 2,620—the largest number of Circle of Champions attendees ever.

Odyssey International committed to delivering unique experiences. On behalf of the client, the goal was to not only reward achievements but also encourage winners to exceed their targets again in the coming years.

Much planning and preparation revolved around the flagship event of the program—an awards gala evening for all guests at 3Arena, one of Dublin's world-class event space. Designed to celebrate the Circle of Champions winners, this had to be showstopping. Almost 30% of the overall budget was allocated to the awards gala evening. The costs of customizing the entire venue, which usually operates as a 10,000-capacity concert venue, to accommodate a banquet dinner for over 2,000 people were high, and this is where Odyssey leaned heavily on relationships with local suppliers to ensure they secured the best possible value for their client. From kitchens to air conditioning units, wait staff to chefs—they drew on all resources and relationships to keep costs as low as possible, without compromising on quality of food, entertainment or atmosphere. Creation of an Irish Festival Experience was designed for the guests' final day in Ireland, with 20% of the total budget set aside to make it a once-in-a-lifetime experience. The grounds of Ardgillan Castle were transformed to create a spectacular experience, with 44 on-site structures, four stages presenting a wide variety of entertainment, and the largest dining marquee ever assembled in Ireland.

At the end, 2,620 guests completed a compulsory survey, returning an impressive 98%+ satisfaction rating.

