



# MFACTOR MEETINGS



**Award Category:** Excellence in Incentive Travel: North America

**Program Name:** 2019 Diamond Celebration

**Client:** Anonymous



One of the nation's leading insurance companies rewarded their top sales partners with the 2019 Diamond Celebration, an annual recognition program. The company considers this executive-level program one of their most effective and critical tools to ensure continued success—therefore, a generous budget was allocated for this event.

The trip allows the company to thank and reward their crème de la crème partners. Every element of the Diamond Celebration program was created with a focus on individuality, luxury and exclusivity.

With the new Crystal Ravel ship, MFactor Meetings knew that this would take the river cruise experience to a whole new level. This elite group of 35 partners and their guests were treated to eight days and seven nights on the Crystal Ravel, visiting Vienna, Budapest, Dürnstein, Krems and ending back in Vienna.

The opulence of Vienna combined with the historic old-world feel of Budapest was the perfect combination. Add in the “Illumination Tour” on the Danube in Budapest and it became a truly magical experience.

A few program highlights: The Vienna Boys Choir performing over a five-course lunch; a final-night black tie event at Belvedere Palace in Vienna by luxury cars from the ship, then in Old Town Vienna by horse-drawn carriage. The evening included a quartet, Little Mozart playing a concerto, an operatic duo, then two waltzing couples dancing. Guests were then encouraged to join them. A highlight of the evening at Belvedere Palace was a private viewing of the infamous and breathtaking painting by Gustav Klimt, The Kiss.

MFactor Meetings managed all aspects of the event—from initial site search and contract negotiation to pre-planning and on-site program execution.

The Diamond Celebration program's objectives were driving sales, increasing company loyalty and establishing and cementing the foundation of the partnership, while creating and sustaining relationships and partner face time. The 2019 Diamond Celebration event delivered on these objectives, as well as supported the company's mission and brand values.

