

Close Brothers: Malta Mayhem

Audience: 130

Location: Malta

Project: Team Retreat



Background & Objectives

For the past three years, Close Brothers has been to three different UK venues for its annual staff team build weekend and decided to return to Europe. It was agreed that a degree of organised participation was imperative, as were periods of free time during the programme.

The main objective was to allow teams from across Europe to get to know each other throughout the weekend. Malta was selected as a destination that many of the 130 delegates had not visited before, and offered excellent value for money.

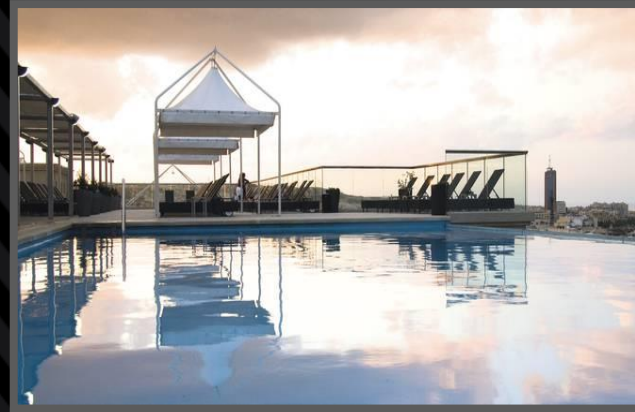
Planning and Preparation

MotivAction was required to arrange all elements of the project - including hotel bookings, ground programme and flights for London delegates as well as developing a bespoke communication portal website for the programme.

The portal site enabled guests to register for the weekend and select their preferred departure airport and menus, in addition to supplying an itinerary of the weekend and other useful information.

The site also provided guests with a pre-departure personal travel itinerary; which gave them their flight information and included e-tickets and a personal schedule for the weekend.

A thorough and extensive communication plan continued into the live event – with the event brand identity carried across signage, menus, table plans and other onsite communications.



The Event

The event highlights included:

- Exclusive rooftop dinner and party at the delegates' hotel, The Palace
- Jeep treasure trail including rope courses, go-karting, shooting and a raft building finale
- Traditional Maltese dinner with a marching band escorting delegates down the street
- A battle of the seas in Turkish gullets; proving to be absolute fun and mayhem on the water
- Lavish gala dinner and awards presentation in an exclusive castle and with a grand fireworks finale

Results and Outcomes

The event was a great success. Delegate feedback included that, out of all UK and overseas events, the weekend was the best event guests had experienced in 10 years. Malta worked exceptionally well as a destination - guests were surprised by how much the island had to offer.

Testimonial

"The guys here really are ecstatic about the whole weekend /In particular the executive vice chairman complimented you for the great professionalism you showed and the slickness of the whole programme. Without you guys it wouldn't have been possible. The feedback so far is that it's been the best one so far!"

**Sue Walford and Jean Simpson,
Close Brothers Corporate Finance Ltd**

