



Case Study Automotive

The New Zealand subsidiary of a global automotive manufacturer wanted to unveil an award-winning, all-new vehicle to dealer principals, managers and staff along with fleet customers and wholesale staff. The launch event provided them with the opportunity to drive the car and its key competition, as well as a leadership presentation conducted by a noted author and customer experience expert.

Challenges

- Unveil an award-winning all-new vehicle with the opportunity to drive the car
- Act on behalf of the main client contact who was unavailable for the event
- Last minute changes to the daily agendas on three days

Solutions

- Propose five group waves and locate a venue offering European ambience and meeting space with vehicle access
- Arrange individual flight reservations and airport hotel bookings for 240 attendees
- Step up and make decisions on client's behalf

Results

- The new vehicle generated a good deal of excitement amongst the attendees
- The client was pleased with the overall success of the event

BI WORLDWIDE (BIW) proposed five waves of attendees and located a venue offering European ambience to highlight the origins of the vehicle. The meeting space needed vehicle access, multiple break-out rooms to support training sessions and leadership presentations and areas in which to display the vehicles. A driving route was designed to best demonstrate the vehicle's capabilities and to fit within the prescribed time frame.

The dinner venue was French Market La Cigale, which enhanced the European theme through a family-style meal service and entertaining operatic performances. Logistics including individual flight reservations and airport hotel bookings were arranged for 240 attendees.



Leading into the event, the client was unable to participate in many of the decision choices. BIW staff stepped up and made choices on the client's behalf based on the provision of limited information.

Vehicles were delivered with incorrect or missing number plates. BIW staff changed the line-up of cars to be utilised during the drive program and those without plates became display vehicles.

There were last-minute changes to the daily agendas. BIW arranged evening debrief meetings with all stakeholders, printed and distributed revised agendas and made changes to the meeting room set-up and the audio-visual requirements when required.



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Inclement weather conditions resulted in flight delays and lengthier transfer times on two days. BIW adjusted the transportation arrangements and amended the schedule on those days. Three groups became two groups on the drive program, which resulted in the need to revise and reprint the colour coded name badges.

Event attendees enjoyed a smooth experience without knowing about the challenges. The client was pleased with the overall success of the event, which was seamlessly delivered for our stakeholders. The new vehicle generated a good deal of excitement amongst the attendees and the leadership presentation left them with a feeling of unity and clear goals.



BI WORLDWIDE produces measurable results by using the principles of behavioural economics to increase engagement with their clients' employees, channel partners and customers.

To learn more about how BI WORLDWIDE can help you implement successful events in your organisation, visit BIWORLDWIDE.com.au or email enquiries@au.biworldwide.com