



**venues and events  
international limited**

## **CASE STUDY**

**CLIENT: MAN TRUCK AND BUS UK LTD**

**EVENT: SALES INCENTIVE**

**EVENT TYPE: INCENTIVE**

**DATE: JUNE 2019**

**LOCATION: MONTENEGRO**

**NUMBER OF DELEGATES: 17**





## THE OBJECTIVE:

---

MAN Truck and Bus UK Ltd wanted to organise an incentive to recognise and reward their very top performing sales staff.

We were tasked to put together a spectacular event in an overseas location, creating a once in a lifetime trip that would appropriately reward this years contingent, as well as suitably motivating the remainder of the sales team for the coming year ahead.

We shortlisted destinations and after careful investigations in to each, Montenegro was selected as our location of choice. We needed to ensure that any vehicles used during the trip, were of course MAN, so this added an extra dimension to our planning.

For this event we provided; transport, DMC liaison, venue finding, on site event management, risk assessments, production, delegate management, budget control, project management, collateral, activities and entertainment.

## THE SOLUTION:

We put together a tailored agenda ensuring that attendees were given a balance between active and leisurely pursuits, including luxurious touches and memorable moments throughout.

### DAY 1

Guests flew in from Gatwick, were taken to their hotel, the Regent Porto Montenegro and enjoyed a delicious welcome lunch and reception on the hotel terrace. After some free time to check-in and freshen up, guests then enjoyed a fine dining menu at the Citadel Restaurant, Budva

### DAY 2

After breakfast in the hotel restaurant, guests are transferred to the King Nicholas Palace and Museum for a private guided tour. Guests then journeyed to the Lovcen National Park for an afternoon of off-road mountain biking, followed by lunch at the Ivanov Konak Restaurant. The guests then enjoyed some free time at the hotel before being served dinner at the De Gustibus Restaurant



### DAY 3

After breakfast in the hotel restaurant, guests are transferred to the port where they embarked on a speed-boat tour of Kotor, including Our Lady of the Rocks, a visit to the St Triphons Cathedral, Maritime Museum and lunch in a traditional fisherman's village. After an afternoon at leisure, dinner was then served at the Catovica Mlini Restaurant where farewell gifts and final goodbyes were shared.

### DAY 4

Guests departed for the airport after a leisurely breakfast and check-out.



## THE VERDICT:

---

Throughout the event guests commented that they felt like super-stars, had never been on a trip like it and would remember the weekend forever.

MAN Truck and Bus UK Ltd stakeholder, Martin Pickering said “I’ve worked with Anita and the team at Venues and Events International for many years now, they always deliver and this event was no exception. Everyone on the trip commented on the fantastic time they had. The team thought of every detail and left no stone unturned. Thank you for organising such a fantastic trip for us.”



**venues and events**  
international limited

**If you want to find out more on any of the  
these features, contact the team today:**

---

**[info@vande.co.uk](mailto:info@vande.co.uk)**

**+44 (0) 1793 792200**

we are the  **beat** for your events

---

