

# CASE STUDY

Client    Cembra Money Bank AG  
Service   Sales Incentive Event





# ABOUT

Cembra Money Bank AG contacted us to assist in planning a sales incentive event that was centered around Goodwood Festival of Speed. The aim of this was to improve engagement and drive revenue. The top 35 Swiss performers would be treated to a lavish British reward experience.

Our client wanted every single aspect covered, from the moment their plane touched down in England to the moment it took off again.





## OVERVIEW

This was the most British of events, including everything from getting behind the wheel of a car for a driving experience, five-star accommodation, attending the iconic Goodwood Festival of Speed, a delicious afternoon tea, to a private tour of Windsor Castle and eating fish and chips out of newspaper.

Due to our relationships, we had the ability to ensure our Cembra guests had VIP hospitality, the best seats in the best pavilion, the best views and the best food and drink, including limitless Champagne.

It was a very memorable experience for both Cembra Money Bank AG and their guests, one that was created bespoke to meet their requirements.

Our professional and friendly team were there every step of the way, from greetings at the airport on arrival, to ensuring everyone was comfortably in place for the reluctant return.

## THE BEST BIT

It didn't cost the client anything.

All the event costs were more than covered by the additional revenue of the successful sales incentive.

We also qualify for professional discounts from our partners, which we pass onto our clients.

And, due to the commission structures we have with our partners and suppliers, we didn't need to charge the client for any event management fee.

So, not only did our client not have to organise it, they also saved money.





## WHY DID THE CLIENT CHOOSE US?

Cembra Money Bank AG had various reasons for moving forward with us to assist with planning their event, some of which we have listed below.

- They did not want to tie up its people in organising and running this event – their top staff simply wanted to be able to focus on entertaining their clients
- The client wanted to be confident that the event would run smoothly and provide their guests a faultless experience
- We were able to offer significant discounts that they would not have obtained elsewhere. Due to our relationships, we can obtain discounts which we directly pass onto our clients
- It didn't cost the client anything more to use us, compared to organising it themselves, in fact it saved them money. Why? Because we work on a commission basis from the suppliers and partners we work with to deliver events



## WHAT DID WE DO?

Created an action packed, unique itinerary

Budget management

Secured and managed 5\* accommodation

All activity and event bookings

Transportation

Marketing materials

24/7 on site event management

Collation of guest details

Logistics







## TESTIMONIALS

From the client:

Very professional agency with high commitment and passion for event organisation. Extremely customer focused with attention to the smallest detail. Thank you for the wonderful time – Our guests enjoyed it a lot and will remember these days for a long time.”

*Claudia Zeller, Marketing Manager, Cembra Money Bank AG*

From a guest of the client:

A big thank you to Salone Events for organising our visits, everything was very well orchestrated with the added bonus of a very welcome and pleasant staff”

*E.Agan, guest of the client*



# CAN WE ASSIST YOU?

We are driven by our passion for creating and delivering impactful events. No matter the size or scope of the event, we believe that no job is too big or too small. We are dedicated to crafting completely bespoke events for our clients, tailored to meet your specific needs and goals.

Taking great pride in our track record of nothing less than 5-star reviews from our satisfied clients, you can trust us to deliver you a successful and seamless event.

If you would like to discuss your event please contact our founder, Bernadette Palombo, who personally leads all events.

## **CONTACT**

Bernadette@saloneevents.co.uk  
+44 (0) 1243 957237

