

**Case Study Event** Incentive Trip  
Three day Trip to the Football World Cup, South Africa

**Company** Sony Computer Entertainment Europe

**Numbers** 36

**Location** Cape Town, South Africa

## What they said

“ The whole event ran like clockwork, which was due to the tremendous planning that you and your team put in to the organisation of the trip. In short, it was by far the most professionally organised incentive that I have ever attended! ”



## The Brief

- Use Sony's sponsorship of the 2010 FIFA World Cup in South Africa to create an exclusive hospitality programme for key business partners and their spouses
- Create an unforgettable itinerary culminating in watching the semi-final in Cape Town
- Showcase the company's new products and introduce its business strategy

## Our Solution

A bespoke and breath-taking three-day tour of Cape Town.

- **For the more adventurous:** Diving with the sharks and a trip to Robben Island
- **Winelands:** Upon arrival in Cape Town guests were taken to the luxurious 5\* Asari hotel in the Cape's Winelands
- **The Reveal:** Sony's strategy, vision and new products were introduced to guests the following morning against the backdrop of the stunning Stellenbosch Hills
- **Flights of Fancy:** A thrilling helicopter ride then took guests to Cape Town. They landed in the harbour and disembarked into chic boutique hotel Cape Grace, in heart of the city's vibrant V&A Waterfront area
- **Savouring the City:** The morning of the semi-final, guests enjoyed the wonders of Cape Town, taking a cable car ride up Table Mountain or making the most of the city's superb golf courses
- **For the more adventurous!** Diving with the sharks and a trip to Robben Island
- **Drinks Reception:** The CEO of Sony, Tokyo, hosted an early evening drinks reception before everyone left for the stadium to watch the game with fine dining and post-match entertainment till late
- **The Finale:** On the last morning, guests took a scenic ride along the coastal route to Hout Bay in open-top sports cars before returning to the hotel and leaving for the airport

## Return on Investment

- **One-to-One Meetings:** Many individual business meetings were convened over the three days with Sony Computer Entertainment's top executives, talking to each guest about the company's products and vision
- **Solidifying Relationships:** The tailored and distinctive nature of the trip emphasised Sony's commitment to these important clients and business partnerships



t. + 44 (0)20 8891 4000  
e. info@ultimateevent.co.uk  
w. www.ultimateevent.co.uk