



Case Study Technology

This high-tech hardware firm desired to maximize its investment in a racing team on the Formula One circuit. By closely identifying with F1, this company could achieve two objectives: First, it could enhance brand awareness of its laptop among key customers in the China market. Second, the company could utilize a corporate hospitality program to reward its local partners and incent them to bring more business to its product portfolio.

Challenge

Execute an event management and travel logistics plan for 150+ VIPs over five days during the F1 in Shanghai. The event needed to carefully protect the client's brand and consumer strategy, while providing personalized attention to valued business partners.

Solution

BI WORLDWIDE China managed all aspects of the project, beginning with participant data management and the booking and management of accommodations, ground transportation and various venues. In addition, the team selected and managed food and beverage requirements for the off-site venues. As the liaison with the China F1 Grand Prix Corporation, BIW China designed and executed brand décor for the press conference venues, as well as the distribution of credentials and branded merchandise. The travel operations team was responsible for on- and off-site VIP hosting.



Results

The corporate hospitality event was successfully executed to the client's VIPs and the media, building multiple brand impressions throughout the five-day program.