



- CLIENT** Land Rover Technical Academy
- PROJECT** Challenge Incentive Reward - Kenya
- OBJECTIVE** Create an aspirational overseas travel reward to incentivise Land Rover Technicians to participate in the Autocourse programme

Autocourse is a distance-learning programme run by the Jaguar Land Rover Technical Academy that culminates in an Awards Ceremony and two overseas travel rewards, one for each brand. This year the high achievers on the Land Rover Autocourse programme won a trip to Kenya. (The previous year's winners had safari'd in South Africa, a trip so popular that the Technical Academy were keen to repeat the experience).

Being responsible for planning, implementing and full operation of the trip (together with pre-event administration and design and maintenance of the Challenge Autocourse website) **the event business** advised a two-centre trip to ensure appeal to a wider audience – including those that had already been on safari. The decision was made to go to Kenya, with the first stop being an exhilarating safari in the Maasai Mara, followed by a relaxing beach experience in Mombasa.

The trip combined excitement with exclusivity – for example, internal flights to the Mara and Mombasa were privately chartered using executive planes. Whilst in the Mara, winners and their partners stayed in a luxurious tented camp, went on two game drives each day, visited a Maasai Village, enjoyed surprise sundowner cocktails in the bush (complete with Warrior attack!) and a sumptuous barbeque dinner around a pool.

A change of pace came at the second location, the Mombasa Serena Hotel, with guests being greeted by a choir. Activities over the next three days included a city tour with a visit to the Akamba Woodcarvers, an eco-walk, snorkelling excursion and a sunset Dhow cocktail cruise with acrobats and other entertainers. The trip culminated in a beautiful Swahili Gala Dinner on the beach with a live band. It really was *“The trip of a lifetime”* as Jason Steward (Land Rover Technician) put it.

#### AN OBJECTIVE EYE

*Even when planning fun on a grand scale, we stay focussed on the business imperative.*



experience