



01



02

Above

The phenomenal Esma Palace for MEC's exquisite gala dinner

01

'The Boat that Rocks' ride home from the Old City 'Mission MEC'

02

Main conference in the Ciragan Ballroom at the beautiful Kempinski Ciragan Palace

Objectives

- Launch and bring MEC's new global Manifesto 'Don't Just Live, Thrive' to life through the content and environment of the conference.
- Find a destination to reflect the concept of 'Thrive', create a conference environment, activities for the group, group dinners and finally a gala dinner.
- Manage transfers to collect 250 guests from the airport, all arriving on different flights, to the hotel location and to do this smoothly.
- Produce activities which not only reflected the theme of 'Thrive' but would show guests the best of the city.
- Find a gala dinner venue which really created a 'wow' factor and was contemporary but also had a historical element to it.

Challenges

- Transporting 250 people through a city known for its bad traffic.
- The event took place during the General Elections bringing with it the possibility of riots.
- Multiple dinners taking place at the same time.
- Organising an activity for such a large group in a foreign country.
- Organising a gala dinner for such a large group in a foreign country.

Solutions

- Using water taxis as opposed to land ones to make sure everyone had a simple and smooth journey whilst also taking in the sights.
- Making sure we had regular updates on the political activities.
- Choosing restaurants that were all within walking distance from each other and having at least two members of staff at each.
- Positioning members at staff in key areas of the city during the activity as well as having a large venue for the final destination, making it easy to congregate.
- Having exclusive use of a palace only 15 minutes from the hotel.