



Agility Leadership Annual Conference

The project

Client: Agility Leadership Annual Conference
Project Type: Annual Conference
Venue: Grand Hyatt, Dubai
Date : 18th – 23rd January 2007
Audience: 400 senior decision makers from the freight forwarding industry who were also staff members of AGILITY

The overcoming challenges

- Extremely demanding profile of attendees: Worldwide Freight Forwarding Professionals
- Developed a successful strategy in managing constant logistical changes
- World-class delegate management: from the first point of contact at the airport to the hotel arrangements, the attendees were looked after very professionally
- Event corporate identity respected: The AGILITY brand was launched at this Conference from the original brand name PWC logistics

The tools

- Experienced and enthusiastic team of event managers and co-coordinators
- Cutting-edge registration management software (IT system)
- Proven and recognised methodology of work resulting in a professional and hassle-free Conference organisation

The verdict

The Conference Manager, Deanne commented:

"On behalf of Agility, I would like to thank you for all your diligent efforts in making our annual leadership conference a success.

From the first time we spoke, you always had a positive, "can do" spirit. You and your team's flexibility in catering to and implementing our many last minute requests, additions and changes were greatly appreciated. Specifically in working with the hotel to accommodate our many last minute rooming changes – all those additional night stays – was instrumental. You're handling of flight arrivals, transport and hotel bookings literally saved us hundreds of hours of work. Not to mention the pleasantness with which you interacted with our colleagues had them thinking you were all fellow Agility colleagues!"

The results

A successful Conference for the destination: Dubai

WHY CSI?

CSI demonstrated an in-depth knowledge of the event industry whilst ensuring meticulous preparation with a proactive and dedicated team which resulted in a **memorable** Conference and a **long term relationship** with the client.