

# KIRBY

## KIRBY Annual Conference, Tenerife, Spain

### The project

**Client:** Kirby Annual Conference  
**Project Type:** Annual Conference  
**Venue:** Bahia Principe, Tenerife  
**Dates :** 14th – 17th February 2008  
**Audience:** 200 senior dealers from KIRBY Vacuum cleaners.

### The overcoming challenges

- Communicating with various nationalities who were from different Eastern European countries ie Worldwide Dealers of KIRBY Vacuum cleaners
- Developed a successful strategy with regard to delegate Management from the first point of contact
- Operating in an overseas environment and organising a Conference in a leisure destination such as Tenerife
- Timely transfers to the Conference venue from the hotel
- Operating under constant fluctuations in currency value

### The tools

- Experienced and enthusiastic team of event managers and co-coordinators
- Pro active logistical approach
- The conference methodology used was customised to the client as registrations were running till the start date of the Conference.

### The verdict

**Milena, Conference Director of Kompass holidays stated:**

*"We selected CSI from the Middle East to handle our conference instead of hiring a PCO from the European region due their efficiency and capability. CSI's planning was perfect and they controlled every aspect of the Conference including the cost elements. The courteous services towards the client were excellent. We would be using the services of CSI in the near future too".*

### The results

Kirby Group was overwhelmed with the performance of their Conference in a new destination.

The Conference was a memorable gift for all their dealers

## WHY CSI?

CSI skills towards handling situations and logistics arrangement in another country was extremely professional which resulted in a **memorable Conference and a long term relationship** with the client.