



CASE STUDY

Maritz Travel Wows Major Auto Client's Employees with Unique Experience as Part of 6-Month Relocation Program

THE SITUATION In the first quarter of 2014, a major auto client announced that they were going to be moving their North American Headquarters to Plano, Texas. With that move, they were looking to relocate 4,000 sales, marketing and administrative positions as well. Before asking the employees to relocate, the client wanted to put together trips for these associates so they could visit Texas and spend a few days looking around to determine if they wanted to make the move with the company or not. The client decided that Maritz Travel was the right partner to provide the logistics of getting the participants registered, managing airfare, hotel, food, beverage and transportation.

Relocating a workforce is difficult - but with the success Maritz Travel had with the client's National Dealer Meeting, the client knew they could depend on us.

THE SOLUTION Maritz Travel would provide an integrated, full-service solution to bring the client a holistic program that could really wow their guests - **the first of which would need to launch in six weeks.** A registration website was built, sending the associates a web link to select which dates worked for them. Then, 60 days prior to each event's scheduled start, a personalized link was sent to confirm registration. The registration site included airfare, hotel accommodations, personal/dietary considerations and multiple custom questions for each associate and their guests.

The client wanted to ensure attendees had the necessary information with which to make an informed decision. In addition to consistent visuals across web touchpoints, upon arrival, each guest had a personal

greeter at the airport equipped with "Welcome To Texas" signs and talking points sharing the same message with all associates.

Each event was held in an expo hall featuring booths from 15 local municipalities for employees to talk to about schools, parks, homes and other important questions about the area. The next morning, many of the associates went on optional tours based on specific geographical areas in Plano. Upon returning from these tours, attendees had the entire afternoon to explore on their own. That evening, a farewell dinner was held for associates to share opinions and discuss different aspects of Plano with fellow co-workers.

THE RESULTS Overall, the survey results returned back were very positive. The client was very happy with Maritz Travel's ability to be flexible, provide innovative solutions in a time crunch, and to create an experience that helped their employees feel like valued and appreciated members of the company's team.