



Pringles Annual Incentive Trip



Attendees

108

Tickets booked

116

Room nights

324

Background

Pringles, a global snack brand and part of Kellogg's Company, approached FCM Meetings & Events to plan their annual incentive trip for employees from Singapore and Malaysia's Enstek Plant. The objective was to discuss the company's goals for the upcoming financial year and to reward employees.

Where: Danang, Vietnam

When: January 2023

Attendees: 108 across leadership, plant employees, marketing, commercial, IT, admin and HR

Approach

To bring the teams together effectively, the M&E team got started on group travel requirements, visa organisation, venue sourcing, hotel/ food and beverage management and airport transfers. The team also sourced and distributed welcome drinks, snacks and goodie bags when attendees arrived.



The team faced some challenges, such as:

- Sourcing enough single hotel rooms when the requirements changed from twin-bed. FCM managed to secure higher category rooms at a single room rate.
- Limited flights to Danang, and a return flight cancelled. FCM M&E arranged for 20 attendees to stay one extra night so they could fly home the next day.
- A shipment was held at customs for two weeks for clearance, due to food restrictions. With the team's help, the hotel assisted in the shipment clearing customs, and the goods arrived on the first day of the event.

Team building activities were built into the itinerary, including a MasterChef competition, a race in Hoi An, lantern making, sightseeing and beach activities. Attendees also enjoyed group dinners in Hoi An and a gala awards dinner with the theme 'starry night'.



Additionally, the FCM M&E team proposed a meaningful CSR activity that would involve the local community, which Pringles decided to go ahead with. The attendees of the event visited a local school to help with renovations and meet with the students, who put on a performance and presented drawings. Pringles also handed out chips, yum!

The team had bi-weekly catch-ups with Pringles to update them on the budget and ensure it was within their range.





Results

Pringles reported that attendees were delighted with their experience in Vietnam. They could appreciate the community interests that the FCM M&E team had considered when building out the itinerary, which demonstrated the culture of the team as well.

Following the success of the event, Pringles has agreed to work with the FCM M&E team for its MAGIC Conference in May 2023 for 60 attendees, and the AMEA Snacks BU Offsite event in December 2023 for 120 passengers.

“FCM did a fantastic job for the event. Sheryl and Amanda help me a lot before and during the event and were always there when I needed them.” Said Sandra Smith, Executive Assistant at Pringles. “They manage to source a beautiful location for my event keeping senior stakeholders very happy.” She added.