

CASE STUDY “GUINNESS BOOK OF RECORDS” INCENTIVE PROGRAMME FROM AUSTRIA TO IRELAND

The Challenge: The Client Company focused on **Records** – the Leading manufacturer of Industrial Windows in Germany, the top services and the most efficient staff, the target audience were the top sales personnel who had taken part in the sales project in Austria themed ‘Break your own Records’. The Incentive trip had to offer the very best of everything – combining iconic Irish brands with unique experiences to build team spirit and cooperation amongst their dealers.

Group size: 100 Guests (Sales reps & their spouses)

Purpose of the Trip: Incentive Reward



The Solution: Dublin based DMC **A Touch of Ireland** worked with the Austrian marketing partner to put together a Dublin based programme with the theme of **Records**. A four day stay in Dublin which started with a visit and lunch at perhaps the most well know Irish brand of all, the Guinness Storehouse. Evenings were spent enjoying other particularly Irish experiences – a night Greyhound racing, a pub night with music and dancing and an elegant farewell dinner. On the second day – a tailor made Dublin experience with the group split in teams with guides to roam the centre – experiences included a lesson on playing the Bodhran (Irish drum) , making an Irish coffee (yum!) , learning an Irish Football supporters song (We do have the best football supporters in the world!), learning some Irish dancing (Riverdance!). The highlight of the trip with a day at the Orchard Farm for -

The Guinness Challenge – “To build the largest window in the world out of hay bales”

Location: An original working farm in the wilds of County Wicklow. Welcome freshly baked scones and coffee was followed by a motivational speech. Then the delegates marched to the large field where over 600 bales of hay lay scattered. The official Guinness World Records judge watched and a chartered surveyor was on hand for official measurements. The group had to organise the most efficient way to move the bales and create the window.

A lot of hard work, a few adjustments, measurements and a viewing from a cherry picker and the record was confirmed!!! A celebration lunch followed.....



Result: 100% Success

Mission accomplished – The Austrian Company now holds the record for the largest window ever built out of hay bales and the participants have lifelong memories of an amazing trip.

A Touch of Ireland

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