



Case Study: The French Disconnection

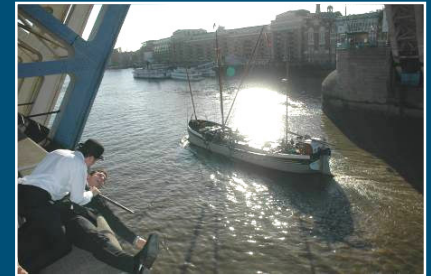
FAM Trip: Wednesday 16th January, 2008

Client

The London Quest Company was commissioned by Visit London to enhance a prescheduled 'FAM' (familiarisation) trip planned for 20 French event planners.

Objective

A FAM trip is designed to highlight a variety of venues to potential clients. All the delegates were involved in event management or conference planning and were looking to use London for future events. London Quest supplied a narrative running throughout the day thus enhancing the whole experience whilst making each specific venue more memorable. The Quest was also designed to bring the group closer together by encouraging teamwork.



The Quest

Oblivious to what lay in store, the unsuspecting French delegates welcomed the new Visit London employee without questioning his somewhat suspect knowledge of his trade. The first stop was the Tower of London where, after a meeting with Anne Boleyn's ghost, the Questers met a notorious criminal who, once released from his handcuffs by a kind-hearted delegate, fled taking the fresh faced Visit London employee as hostage. A Thames cruise on a tall ship followed; whilst on board, the delegates encountered James Bond in full aquatic gear and could only watch in horror as the Visit London hostage was dangled from Tower Bridge far above them.

As the day progressed, the story unfolded. Bond was poisoned and lay dying in his hotel room. The criminal's henchmen kept a steely eye on the delegates as they sipped Martinis and took in the Boat Show. There was a dramatic conclusion as a rejuvenated Bond confronted the thief and his men in a swanky Fitzrovia hotel. With the evil plot foiled and the criminal captured, Bond thanked the Questers for their resilience and determination.

Feedback

"Thank you so much once again for everything you did on Wednesday. We had a fantastic day and the buyers really enjoyed it."

Jennifer Jensen

Sales Executive Europe