

## Highlights

- The founder of Harpo Productions surprised her entire staff and their families with an all expenses paid, week-long trip to Maui, Hawaii.
- Event Architects produced the trip for 1,100 guests.
- Five chartered flights transported guests from Chicago to Maui.
- Event Architects is currently planning a 14-day Mediterranean Cruise, including a chartered cruise ship, chartered flights and special events in Istanbul and Barcelona, for about 1,500 Harpo guests.

## CLIENTPROFILE: HARPO PRODUCTIONS



## Outbound Corporate Meeting and Incentives "Harpo Goes Hawaiian"

To celebrate the 20th anniversary of an Emmy Award winning television show, the founder of Harpo Productions decided to surprise the entire staff and their families with an all expenses paid, week-long vacation to Maui in June 2006.

Event Architects was hired to produce the trip for more than 1,100 people. Our responsibilities included:

- Trip branding, including the logo design
- Working with American Airlines to charter five flights
- Hotel negotiations
- Registration website
- Onsite activities
- Four evening events
- Organizing photo opportunities
- Hiring child care services for each family upon request
- Transportation to and from the airport

## Outbound Corporate Meeting and Incentives “Harpo Goes Hawaiian”

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Many employees have been working at Harpo since the show's early years, and the leaders of the company wanted to thank them for all their hard work with a truly memorable gift.

All Harpo employees were invited on an all expenses paid vacation to a place considered very special... Maui, Hawaii. The trip invitation was extended to all full-time Harpo Productions employees and their families.

Event Architects conducted a thorough property search in Maui without revealing the identity of the client. It was a challenge to find a resort able to accommodate 1,000 attendees for six nights during the peak travel season in Hawaii. The collaborative group selected The Grand Wailea Resort Hotel & Spa — a 780-room, five-star resort located on the beautiful shores of Wailea, Maui. After hotel rooms were contracted, Event Architects had to determine how to transport such a large group of guests to and from Maui. Through Harpo's partnership with American Airlines, Event Architects arranged an agreement for American Airlines to provide five private charter planes from Chicago to Maui and back.

Harpo employees accounted for about only 45% of the total attendees. Remaining guests ranged from infants to grandparent, from seasoned travelers to those who had never been on an airplane before.

Event Architects worked with a core team at Harpo on every logistical detail. We created a website for attendee registration, activity descriptions and trip updates and worked closely with the Grand Wailea management to:

- Manage a block of about 600 guest rooms for a seven day/six night stay
- Expedite the check-in process for about 1,000 guests over a four-hour time period
- Plan group menus for daily breakfast and evening social functions
- Host four group social events on property
- Work directly with the Spa Grande to book treatments
- Coordinate dine-arounds to restaurants on the island
- Organize a kid's camp, babysitting services and daily pool activities



## CLIENTPROFILE: HARPO PRODUCTIONS

### Outbound Corporate Meeting and Incentives “Harpo Goes Hawaiian”

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During Harpo’s stay in Maui, each employee was allotted an activity allowance that could be used at the Resort’s Spa Grande or any other offsite recreational location such as scuba diving or mountain biking. Event Architects worked with local activity vendors to provide Harpo guests with a variety of opportunities during their stay. Each trip itinerary was unique, and Event Architects managed individual schedules for each guest.

For the evening social events, Harpo decided to host four group dinners. The first dinner was a Welcome Reception on the Resort’s Chapel Lawn. The event took place just a few hours after the group arrived in Maui, and it offered some guests their first experience of a sunset over the Pacific Ocean.

The Monday night official “Polynesian Pa’ina” Luau celebration featured authentic décor and entertainment including fire knife dancers and hula instructors. The night ended with the sounds of the world renowned DJ Terry Hunter. Due to sound restrictions in Maui, all outdoor evening events ended at 10 pm. However, DJ Terry Hunter kept the group dancing well into the night with a post-party at the Resort’s Tsunami nightclub.

The mid-week event on Wednesday was themed “An Evening Under the Stars.” Event Architects opted for a picnic atmosphere and provided guests with blankets and beach chairs. The duo Hapa and DJ Terry Hunter entertained the guests throughout the evening.

Friday night’s “Farewell Event” featured the Henry Kapon Band, a firework show over the Pacific Ocean, DJ Terry Hunter and a surprise photo slideshow presentation featuring the weeks highlights. As the group watched the smiles of friends, families and colleagues, it was clear to all that the ultimate goal had been accomplished... memories were made.

**CLIENTPROFILE:**  
**HARPO PRODUCTIONS**

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