



## CASE STUDY

**Title:** Morocco Champions Roadshow 2009

**Client:** Moroccan National Tourist Office (MNT0)

**Event:** Evening Roadshow

**Group size:** 120

**Venue:** Thomas Lord Suite at Lord's Cricket Ground

**Date:** Monday 27th April 2009

**The company background:** The MNT0 is the UK's Tourist Office for Morocco. Its main function is to promote and market Morocco as a destination within Morocco and abroad.

**The brief:** The objective of the event was to increase consumer passage to Morocco and increase awareness of MNT0's Travel Agent training programme, Morocco Champions.

To ensure the smooth running of their Roadshow, the UK Tourist Office for Morocco required:

- A versatile space which could accommodate the room theming requirements.
- An instantly recognisable venue which would provoke industry interest.
- A flexible, proactive and dedicated Events Team.

**The challenge:** To create a series of trade events that would act as a platform for Tour Operators either UK or Moroccan based, to network with local travel agents and increase their product knowledge / awareness of Morocco as a destination.

**The execution:** Set up at 2pm, the AV supplier and room theming company created the backdrop in the room. Guests arrived at 6pm for a free flowing exhibition, wine and canapés.

The evening was themed with Moroccan delights such as a Moroccan buffet, musicians, calligraphy writers and a Henna tattooist. The room was also themed with colourful Moroccan décor.

Moving through to dinner at 7.30pm, beginning with a presentation from MNT0 giving travel agents an overview of current trends in travel to Morocco and highlighting the benefits of their training programme, followed by dinner and Moroccan entertainment. The evening finished with a prize draw that included 20 places on the Morocco 'Mega Fam' trip. (Familiarisation trip to Morocco for travel agents).

**Client feedback:** "The client was extremely happy with the event and found a significant increase in agents registering on the Morocco Champions website. They continued with the events this year, only this time visiting different areas of the UK."