



Case Study Entertainment

Challenge

This entertainment-management firm stages three to five high-profile entertainment industry award shows across the globe each year.

Solution

Due to feedback they had received, the client needed to improve logistics for the event VIPs, including the pre-event communications, itinerary management, media and press relations, transportation and everything in between.

BI WORLDWIDE China managed all aspects of VIP management on the ground, beginning with pre-communication to the 300+ celebrity attendees, transportation to the hotel and airport, press events, media interviews and the award ceremony venue. The team coordinated a welcome dinner at the Peace Hotel for the celebrities, their agents, the judge panelists and entertainment/media industry executives; this included food and beverage requirements, room décor, seating plan and entertainment. In addition, the team provided personalized assistance for each VIP so that they had a primary contact to manage their daily schedules and handle special requests. BIW China coordinated transportation with the automotive sponsor and trained 35+ drivers on how to manage the celebrities such as James Dent, Carly Rae Jepsen and Adam Lambert with regards to VIP treatment and confidentiality, all while evoking the appropriate brand image.



Results

VIP
management
was successfully
executed

The VIP management was successfully executed for the celebrities at this awards ceremony, which was broadcasted live on television to Chinese audiences December 18th, 2013. The BIW staff provided a single point of contact to the VIPs and quickly gained their trust.