THE ARRANGERS

DMCNETWORK COMPANY

2012 ADME ACHIEVEMENT AWARDS

BEST TOUR PROGRAM

THE DETAILS

END USER
THE KNIGHTS OF COLUMBUS MEMBERS, SPOUSES AND FAMILY

PROGRAM
129TH SUPREME CONVENTION

LOCATION
THROUGHOUT COLORADO

DATE
JULY 29 - AUGUST 5, 2011

ATTENDEES
2,500

THE CHALLENGE

Over 2,500 members of the Knights of Columbus descended on Colorado for their 129th Supreme Convention. The local committee was charged to provide several days of tours before official meetings began and initially sought out transportation. Our motorcoach partner sensed they needed a DMC and redirected them to us to "make their lives easier." This redirection was a blessing in disguise, as they proclaimed "we couldn't have done this without your experience, local knowledge and logistical expertise."
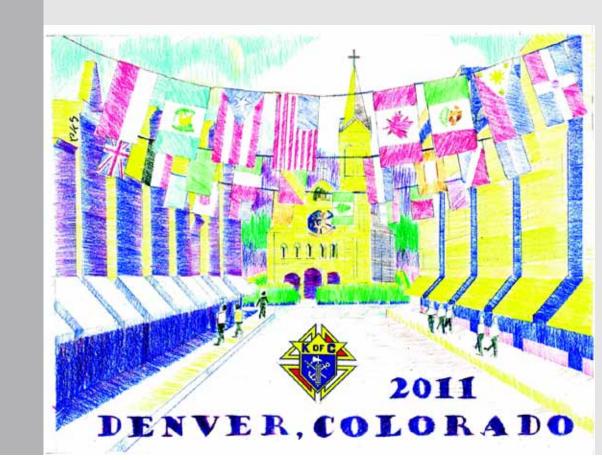
2011
DENVER, COLORADO

OUR PLAN

Throughout planning, much of our time was spent coaching them on adequate tour options, logistics and steering them in the right direction to not offer too many tours, competing tours demographically, etc. In the end, they gained trust in us to reduce the number of tours and move competing tours to alternate days. They took our recommendations on timing and we compromised on the religious offerings by making them appealing to the general attendee and offer sightseeing opportunities simultaneously. The end result was a very successful and robust tour program that gained record attendance and applause for the committee.

OUR SOLUTION

In all we produced four specialty "religious" tours, six sightseeing tours, a western barbecue luncheon and a dinner theater evening. Twelve custom tours, totaling nearly 900 guests, showcased the state, making the convention a success and pleasing tour attendees with an unforgettable Colorado experience. In addition to the tours, we arranged a five day airport shuttle and provided specialty entertainment for two high-profile events. These ancillary services added complexity to the program as we were in communication with five different "decision makers" on the various elements.