



# DIOR

## DEDICATION TO GETTING THINGS DONE

How VIBE Maintained Value  
for a Huge Event Delayed  
by the Pandemic



During the height of the COVID crisis, many events were cancelled, leading to lost budgets for event planners and coordinators. Those that were not cancelled were often rescheduled numerous times with additional fees and charges a common occurrence.

Thankfully, VIBE's international presence and professional relationships helped minimize these unfavorable scenarios for clients by maintaining event commitments without losing contracted services or deposits. This proved invaluable with a large annual event in 2023 for DIOR that had been delayed since 2020.

## THE ASK

DIOR wanted VIBE to maximize existing venue and vendor commitments while also coordinating with other local providers in Mexico City for a 5-day, 4-night event. The 220 participants would consist of retail executives, beauty consultants, brand managers, the DIOR team from Miami and the export zone, and additional DIOR team members in Mexico.

Two days of workshops needed to take place during the event – divided into three areas of focus. Beauty, skincare, and fragrance workshops would train consultants on new techniques and new products across the DIOR brand lineup.

At the same time, a seminar for Retail Executives and Brand Managers would review retail performance for the LATAM region, outline management directives, and set out goals for elevating client relationships.

## THE ANSWER

Originally chosen in 2020 for its central location to the southern U.S., Mexico, Brazil, Chile, Argentina, and surrounding LATAM regions, the Mexico location was still an appropriate destination for this important annual event. VIBE ensured that all contract provisions were delivered as promised without cancellation fees or other expenses during the 3-year delay.

Prior to the event, VIBE took a leadership role in developing the agenda and a custom website with event details, timing, locations, and schedules that could all be accessed via a QR code printed on attendees' badges. This allowed for changes to be made to the agenda, if needed, without any printing or anyone accessing outdated information. For an event with multiple instances of rescheduling, this feature acted as a failsafe against any future unforeseen circumstances.

VIBE also worked with local partners for décor, travel transfers, and the hotel itself to organize the logistics for the entire event. Gift bags, guest welcome activities, catering, staffing, and communication all fell under VIBE's careful oversight.

## THE VIBE



Even though it took years to make the event a reality, everything took place as though there had never been any delays. The client appreciated being to work with familiar faces and trusted professionals in a situation where change and uncertainty had been prevalent. VIBE's ability to understand the client's needs as our own also simplified planning and details as client teams did not have to occupy themselves with each and every update as the event drew closer.