



## AHEAD OF THE CURRENT ON IN-PERSON GATHERINGS

VIBE Helps Ferretti Yachts Host a Safe Event at the Fort Lauderdale Boat Show



The Fort Lauderdale Boat Show is one of the most highly attended events for the global yachting and boating industry. Buyers, brokers, and brands from all over the world come to this annual show to conduct millions of dollars' worth of business – all over the course of just a few days. Missing this event because of COVID-19 was simply not an option for Ferretti Yachts, one of the premier ultra-luxury brands that appears every year at the show.

## THE ASK

Ferretti needed to host an in-person event, but do so in such a way that they could assure clients and contacts that their health and safety were being prioritized. The brand made it clear that attendees would need to be able to tour vessels as fully as possible since it is fundamental to the luxury purchasing process for this market. It then fell onto VIBE to make sure sales activities were conducted in ways that mitigated risks of exposure for guests and sales teams alike.

## THE ANSWER

Rather than occupy a space at the boat show's main exhibition hall in previous years, VIBE helped Ferretti organize a private event at their Fort Lauderdale-based showroom. This made it possible to control attendance without passing crowds, and also allowed for "invitation-only" and "by appointment" exclusivity for buyers. VIBE helped coordinate infection testing for staff, temperature check stands at the showroom entrance, hand sanitizing stations throughout the venue as well as near the exists of each vessel, and scheduling to maintain a reasonable flow of patrons without crowding.

## THE VIBE



With some detailed planning and thorough protocols in place, Ferretti was able to take advantage of the huge Fort Lauderdale Boat Show market, without taking on additional risks or expense related to traditional exhibition spaces. At the same time, by hosting an event at their own showroom, Ferretti was able to present more yacht models in a single venue, enhancing sales success for the brand's sales representatives. "Live, in-person events CAN still happen," says VIBE principal, Valerie Bihet. "Taking a few extra steps to ensure public safety is a worthwhile investment when it comes to sales strategy."

## CLIENT TESTIMONIAL:

*"Insightful, VIBE captures the essence of execution. They help me find the right way to set-up, engage and energize our organization for measurable results. Vibe approach made such an impact on me as an extension of my team pre-during and post event for our Fall Activation from set-up sourcing and managing vendors. You will discover their formula which combine the power of people and the need to get things done that will help you produce great results."*