



TAKING A YEARLY EVENT TO NEW HEIGHTS

McDonald's Franchisees
Get One-of-a-Kind
Experience Thanks to VIBE



Each year, McDonald's France franchisees and their immediate families (spouse and children) are invited to an annual event in Orlando, FL. Traditionally, guests have enjoyed coming back to the same city, but it presented a challenge in planning a unique event that was unlike those of previous years. So, in 2018, they turned to VIBE for help.

THE ASK

Without changing the destination city, McDonald's wanted an event venue and theme that would surprise and wow their attendees. The plan also needed to accommodate 400 adults and 70 children and allow for fun all-ages activities, entertainment, and more.

THE ANSWER

VIBE went very outside the box – bypassing the usual hotel ballroom or public park – and instead hosting the entire event at a private aviation museum just outside the main Orlando city limits. With aircraft ranging from vintage luxury liners to antique bi-planes and test planes, the venue is one of the country's largest private collections. It also has a huge hangar perfect for setting up plenty of tables and entertainment stations. A vintage aviation theme with military-style costumes, vintage lighting, other patriotic décor, and even costumes and accessories for guests helped set the stage for an amazing gathering.

THE VIBE



None of the guests had previously visited (or even knew of) the museum – which was a delight in itself. Dancers, singers, a DJ, hostesses dressed to match the vintage theme, a photo opportunity inside one of the planes, make-up artist stations, babysitting and games for smaller children, and guided tours of the private plane collection all served to elevate the event even further. What put it over the top, however, was a beautifully orchestrated air show that happened right at sunset. It is still one of the most talked-about events among attendees and our client, McDonald's France.

"It is always challenging to organize a reoccurring event, especially when held in the same city," says VIBE principal, Valerie Bihet. "We try to keep an open mind when it comes to finding new venues so no one is ever stuck with a limited set of options. After brainstorming with the team about McDonald's history, we knew a "vintage" theme would play well with guests. So, we used that as our inspiration to find a venue that embodied that spirit to make the event a complete success."

CLIENT TESTIMONIAL:

A human-sized team in whom I trust and on whom I can rely both for the event preparation and on site. A real teamwork, with exchanges, and negotiations so that everyone can find their way there, WIN / WIN Finally the sense of detail that is present on site and a very fluid management of difficult situations

McDonalds