

SHISEIDO
GINZA TOKYOMAKING THE WORLD
SMALLERPlanning
Long-Distance Events
with Ease

The reality of global business is that sometimes events must take place in locations far away from main corporate offices or planning committees. Time zones, different languages, finding a new network of vendors and service providers, venue scouting... it can all be intimidating to attempt thousands of miles away. So, when Shiseido, the world's oldest cosmetic brand needed to host a first-ever gathering for more than 100 executives, VIBE stepped in to close the distance and organize an immersive multi-day experience.

THE ASK

One of the most important tasks entrusted to VIBE was ensuring that local customs and etiquette were adhered to in such a way that it would be effortless for guests to follow without missteps. In this case it meant plenty of pre-event communication regarding conservative dress codes, as well as additional customs and behaviors to observe during the Holy Month of Ramadan, which coincided with the timing of the event. Because a number of attendees were coming from Japan, translators also needed to be coordinated to ensure everyone was comfortable throughout the four days.

THE ANSWER

Because VIBE maintains contacts around the world, we were able to have representatives “on the ground” to ensure success. The JW Marriott Marquis Hotel Dubai offered familiar levels of service, event support, and luxury accommodations and amenities that were consistent with other JW Marriott properties elsewhere in the world. The five-star property has 80,000 square feet of adaptable meeting space, 10 restaurants and lounges, and a central downtown location close to major points of interest.

Beyond the planned meetings for executive matters, VIBE also helped organize a cocktail reception with a speaker who presented the history, values, and culture of United Arab Emirates. There was also a beachfront dinner with views of the Burj Al Arab Jumeriah – the fifth tallest hotel in the world, and an iconic part of the Dubai skyline. The group also got the opportunity to ride camels in the desert for an up-close-and-personal encounter with Dubai's unique atmosphere.

THE VIBE



Altogether, the event had the feeling of being seamlessly organized as though it were right in VIBE's backyard. The secret was communication and flexibility, as founder, Valerie Bihet, explains. “While we always strive to do in-person site visits and recommend facilities and providers we've used in the past, the honest truth is sometimes that's not possible due to timing, distance, travel restrictions, or any number of circumstances. That is why we've worked hard to build trustworthy relationships with partners in every corner of the globe, so we can give reliable information and personal-level support to every client we serve, no matter how near or far away their events may be.”

CLIENT TESTIMONIAL:

Hosting events that show off our brands is extremely important to us. Valerie and her team have organized various events within our organization and they have done an amazing job with our Distributors, beauty advisor conferences and executive retreats. If you communicate your needs to Vibe, the entire team will make it their priority to deliver and make your event a true success.