



STRENGTHENING IMPORTANT SALES RELATIONSHIPS

VIBE Strikes a Perfect Balance
Between Training & Incentives



Recurring events carry an additional challenge: continuing to engage and motivate the same audience with new and exciting experiences. For HERMES, this was particularly important for their Annual sales and marketing event with LATAM Beauty Advisors. Each year, the event brings together dozens of first-line sales representatives from Latin America to introduce the latest offerings for the brand's luxury fragrance, skincare, and cosmetics lines.

THE ASK

In addition to showcasing new products, a key element of the HERMES annual meeting is to present the marketing plan, short- and long-term sales objectives, and strategic direction for the upcoming year. It is pivotal to maintaining a consistent brand image in the LATAM region and creating opportunities for future growth.

HERMES asked VIBE to help organize a two-day event for 70 guests that would reward past efforts and inspire even greater achievements for the year ahead. Attendees included beauty advisors and members of the marketing leadership team for HERMES Miami and HERMES Paris. Miami was selected as the destination city, as it had been in previous years, due to its convenient proximity and ease of travel for all guests.

THE ANSWER

Day 1 of the event centered around two significant experiences – keynote presentations and a new product launch. Both were held at the Faena Hotel and Resort on Miami Beach, an ultra-luxury boutique property with various uniquely designed spaces. The presentations took place in the Faena Theater – an intimate concert hall environment with dramatic red velvet draping, small cabaret tables, and an old-world ambience. VIBE brought in a professional AV team for seamless sound, lighting, and technology and balanced this with a professional pianist for music in between presentations and breaks. It was an excellent reflection of the brand's timeless origins and the modern luxuries of today.

Faena's restaurant, PAO provided refreshments and lunch, and the new product launch was held in a private portion of the hotel's award-winning spa, Tierra Santa. Thanks to VIBE's strong relationships with the hotel management, guests were able to experience one-of-a-kind venues not typically available to public audiences. This further emphasized the strength and stature of Hermes as a global leader in the industry. Dinner was an extra-special finish to the day at Queen, a new Japanese restaurant with a cocktail hour hosted in the private secret bar (HERMES was the first event to be held there), and dinner in the private mezzanine dining room overlooking the restaurant's aerial acrobatics show.

Although less theatrical than the event's start, Day 2 was an equally upscale experience. Beauty Advisors worked with make-up artists and training teams in hands-on scenarios featuring HERMES products. This was a chance to put the strategies from Day 1 into action and ready attendees to take the brand experience back to their respective countries. This portion of the event was held at The Betsy Hotel, where guests stayed. Located directly on Ocean Drive but with classic historical styling, The Betsy offers a true "business-cation" environment. The hotel's meeting rooms are flooded with natural daylight, which was perfect for this application. VIBE accented this further with neutral and white décor and outdoor lunch and refreshments on a shaded veranda.

THE VIBE



HERMES' annual LATAM event has been hosted in Miami multiple times, but this year showed guests sides of Miami Beach that were totally new to them. These venues were also unique in how closely they matched the brand's reputation of elegance and grandeur, which gave the entire two days an immersive quality. Guests were very pleased with how seamlessly the event came together, especially the distinctive HERMES orange gift bags presented on Day 1, the simplicity and eco-friendliness of a QR code agenda, and the convenience of venues all located within minutes of each other, and the beach.