


DINE AROUND CASE STUDY

CLIENT OVERVIEW

Millennium Pharmaceuticals selected the Westin Westminster for their  **MILLENNIUM**® company's Annual Meeting. Founded in 1994, Millennium Pharmaceuticals is one of the world's top biopharmaceutical companies. Nearly 200 Managers and Sales Representatives made the trip to Colorado.

PROGRAM GOALS AND OBJECTIVES

In addition to attending internal workshops and meetings daily, Millennium uses the annual meeting to allow each regional manager an opportunity to host a small dinner for his/her region. This dinner is viewed as a thank you for the work done over the last year as well as a bit of motivation and bonding for the year to come.

THE CHALLENGE

Each of the twelve (12) divisions needed a separate restaurant with private or semi-private dining space available for 12-15 attendees. All restaurants needed to be of equal caliber with menus offering conservative fare. Ethnic restaurants had not been well received in previous years so some of Denver's hottest restaurants were off limits.

THE RESULT

The Arrangers' sales team decided to split the group and send them in different directions from the hotel to various restaurants within the Denver Metropolitan area. Three (3) groups went north to Boulder, one (1) group to nearby Broomfield, two (2) to the Cherry Creek North District and six (6) groups to Downtown Denver.

We worked in advance with the restaurants to develop a custom menu that fit within the client's budget. We also provided each of the restaurants with master billing information on an Arrangers credit card so the client received one bill at the end of the program.

That evening The Arrangers coordinated twelve (12) separate vehicles to pick up their respective groups at the Westin and transport them to their dinner venues. Uniformed staff pre-advanced each restaurant to be sure tables were ready and stayed with the group to assist and settle the master bill at the end of the evening.

ADDITIONAL SERVICES

In addition to the Dine Around, The Arrangers coordinated all charter airport transfers for nearly 200 attendees (per manifest) and produced a themed welcome reception including specialty linens, centerpieces, custom décor, a micro-brew tasting and musical entertainment.

"You and your team were fantastic in helping Millennium choose and manage venues for our sales dine arounds. The options presented to us were great restaurants, varying cuisines, and all 12 were within budget. The groups were really able to focus on their time together and not worry about any logistics beside eating and having fun. The Arrangers team took care of transportation, billing, and all of our requests to make the dine arounds in Denver a great experience for everyone!"

Maura Tracz, Supervisor, Corporate Meetings & Conventions, Millennium Pharmaceuticals

