



World Record breaking Sydney incentive inspires NU SKIN Greater China and drives sales performance

ACHIEVING SUCCESS

How do you inspire and reward over 4,000 of your top performers? In the case of NU SKIN, a global direct selling company that operates in 54 markets worldwide, the company organised an elaborate trip to Sydney in 2016 for their business partners in China, Hong Kong and Taiwan.

What unfolded over the course of eight days truly illustrated Australia's creativity and capability of delivering flawless mega incentive trips requiring a high attention to detail. From the on-ground logistics to the spectacular welcome event at Darling Harbour, a team of Australia's best came together to collaborate and create a memorable and inspiring trip.

BEHIND THE SCENES

Two years of preparation went into bringing the largest single-wave company incentive trip in Sydney's history to Australian shores. Business Events Sydney (BESydney) led the bid and secured the win for Sydney. The strong bid strategy drew on partnerships with Destination NSW, Tourism Australia, Sydney Harbour Foreshore Authority and Sydney Airport Corporation Limited.



"Sydney is a very energetic, young and dynamic city. It has a beautiful harbour, and offers unique Australian attractions such as its nature and animals. It is definitely worth experiencing. This is a unique city".

— **Avis Chau, Vice President of NU SKIN Greater China Success Inspirations and General Manager of NU SKIN Hong Kong**

Andrew Fan, President of NU SKIN Greater China, said, "We chose Sydney as the destination for the 2016 NU SKIN Greater China Success Trip because we hoped our business partners would learn from the Australian people who have developed Australia from a penal colony into a highly developed country. Their persistence, innovation, tenacity, and never-give-up attitude, has enabled Australians to create innovative devices such as Wi-Fi, the Blackbox Recorder and Google Maps".

Mr Fan continued, "Sydney is very mature as a business event destination. Our delegates were able to take part in sightseeing activities, a meeting, and numerous VIP experiences, without having to travel too far in between".

As the planning for the incentive trip progressed, Australian suppliers and operators such as Triumph Leisure Solutions (TLS), PTC Express Travel and BridgeClimb Sydney came on board. "Sydney exceeded every expectation," said Mr Fan. "Throughout this journey its stakeholders have united for a cohesive, whole-of-city approach, which we have not witnessed before".

NU SKIN FAST FACTS

What does it take to bring together 4,000 people in one city for a once-in-a-lifetime incentive trip?



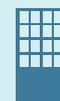
60 flights on seven airlines were used to fly delegates to Sydney



A crew of 800 workers helped deliver the event



More than 150 tour buses and 135 drivers were hired



12 five-star hotels supplied 2,000 hotel rooms



10 Chinese-speaking tour guides were on site for the Sydney Harbour BridgeClimb



10 Darling Harbour restaurants were used for the welcome event



17 Chinese restaurants across the city were used during the trip



A WELCOME LIKE NO OTHER

Under the helm of Blake Harris, the executive producer of TLS, a team of creative and technical directors collaborated to create a welcome party in Darling Harbour. This was the first time a corporate company had been able to exclusively reserve the whole Darling Harbour space for an event. The brief? To deliver an unforgettable welcome party for NU SKIN's top performing distributors featuring a uniquely Australian experience and delivers strong brand exposure for NU SKIN at Darling Harbour.

What followed was a spectacular 90-minute production that included more than 50 dancers performing on a floating stage in Cockle Bay, while in the water were jet skis, water skiers and fly boarders. On top of this, they incorporated high-impact audio, dynamic motion graphic content on LED and water screens, lighting and special FX fountains, lasers, Co2 jets, flames and pyrotechnics.

The stage itself was a work of art and was assembled at Glebe Island before it was floated to Darling Harbour the week of

the event. Built on a 55-metre barge with adjoining pontoons and removable gangways, the 16-metre concert stage featured large LED screens to the left and right of the stage and a LED banner that wrapped around the top of the stage, displaying the NU SKIN logo.

The night was clearly a highlight for many with one delegate commenting, "I think every NU SKIN incentive trip provides us with an unforgettable experience. What has excited me the most this time was the Darling Harbour Show, the entire harbour was taken over by us. It was magnificent".

While Mr Fan said, "The highlight was the Welcome Party at Darling Harbour. We were the first private corporate that has been able to host an event in this area. We are happy BESydney partnered with us to make this possible".

NU SKIN's VIP delegation also enjoyed a performance of Opera Australia's Turandot under the stars with open-air views of Sydney Harbour. Handa Opera combines all of the things Sydney does best – world-class opera, fine dining, sunsets and spectacle on the

"Sydney is a great city for business events and also tourism. It is compact and the close distance between activities worked well for our VIPs".

– Avis Chau, Vice President of NU SKIN Greater China Success Inspirations and General Manager of NU SKIN Hong Kong

harbour's edge. Other program highlights include sailing on Sydney Harbour on iconic tall ships, and a gala dinner in Sydney Town Hall.

The incentive concluded with a dedicated Sydney train taking delegates from Central Station to Sydney Olympic Park, home of the 2000 Olympics just 20 minutes from the city. Here, guests were welcomed to the park by still-walking athletes, providing great photo opportunities for excited delegates. Sydney Showground, at the Olympic Park, hosted the NU SKIN delegates for a World Record activity, a business conference and farewell dinner under The Dome.

"Asia continues to be a key driver of incentive business into NSW," said CEO of BESydney, Lyn Lewis-Smith. "In the last three years, BESydney has secured an estimated A\$230 million worth of Asian incentive business and we've seen 20 per cent year-on-year growth over the past decade in the value of events secured out of this region".

Tourism Australia's Managing Director, John O'Sullivan added, "Australia continues to be a highly desirable destination for business events globally, ranking either first or second, as a place offering world-class beauty and natural environments, outstanding business events facilities, quality accommodation, exclusive experiences and local cuisine and wine. Australia's credentials for hosting large scale events such as the 2016 NU SKIN Great China Success Trip are strong – and the fact that NU SKIN chose Australia for their event adds to this reputation".

RECORD BREAKING

During the incentive trip, NU SKIN's top distributors broke two records.



BridgeClimb Sydney

Climbing the Sydney Harbour Bridge – 4,000 of NU SKIN's top performers climbed the Sydney Harbour Bridge over six days with BridgeClimb Sydney. This was the largest corporate group to have ever climbed the Bridge, with the previous record set at 2,100 in 2013.



NU SKIN

World's largest 'smile' mosaic – 3,633 of NU SKIN's business partners created the world's largest smile mosaic at 55,000 square centimetres. This broke the previous Guinness World Record made by 529 participants using 2,623 woodblocks to make a football mosaic.

