



## **"THE DIAMOND HUNT"**

### **FRIGERIO TRAVEL FOR THE BIMBY DIVISION OF VORWERK ITALY: THE EVOLUTION OF INCENTIVE TRAVEL INTO AN EXCLUSIVE ADVENTURE IN THE CITY OF LIGHT**

Giussano (MB), 25 September 2024 - Frigerio Viaggi, always committed to creating original experiences, has developed for Bimby a unique and innovative format: with the aim of rewarding the best Team Leaders Diamond of Bimby, A classic incentive trip has been transformed into an unforgettable experience. Two groups of participants, from 3 to 5 May and 6 to 8 September 2024, for a total of over 200 guests, experienced an extraordinary adventure in Paris. The aim of the event was not only to reward the best Bimby Team Leaders, but to offer them an experience that goes beyond a simple journey, with an exclusive immersion in the city of fashion and culture.

Frigerio Viaggi has taken care of every detail of the event, from logistics to creating a unique storytelling. An unusual and mysterious Paris was the perfect stage for this adventure, with exclusive openings of iconic locations and a narrative that involved participants in first person.

#### **An innovative format: "Diamond Hunt"**

The core of the experience was the novel "Diamond Hunt", designed and written especially for the event. The participants, immersed in a mystery-tinged adventure that developed day by day, received a chapter of the story every night. The actors, in the roles of a charming detective and a gentleman thief, animated the plot in exclusive open locations, including the Yves Saint Laurent Museum and the Palais Galliera, the theater of an exhibition dedicated to the evolution of fashion on the move. It was not a simple narration, but a real performance that made the guests unknowingly protagonists of a unique story.

#### **A Paris to discover between luxury and mystery**

The trip offered participants a different Paris, far from traditional tourist routes. Among the most suggestive experiences, the exclusive visit to the house of Victor Hugo, a dinner on board the prestigious Bateaux Paquebot and Mirage, and a romantic gala in the exclusive Salle de Tirage and Salons Classee in Place Vendôme, with live artistic performances, including dancers in themed outfits and a talented singer. The atmosphere was enriched by the choice of charming locations and the attention to every detail.

Another highlight was the experience at the Atelier du Chapeau, where each participant had the opportunity to decorate a hat, under the expert guidance of a young artist in the field, bringing home a tangible memory of this adventure. In addition, to offer a romantic touch, Frigerio Viaggi organized a tour of the city on board of more than 40 vintage cars "Citroen Due Cavalli", allowing guests to discover the Ville Lumière in a very special way.

#### **Technology and customer service organization**

From a logistical point of view, Frigerio Viaggi managed the entire event, using digital solutions to personalize flight plans and simplify reservations. The organizing secretariat has been operated through digital tools, offering a dedicated and tailored assistance to each participant. However, the real innovation was the choice to privilege human relations and physical interaction in activities, leaving the experience to be shaped by the participants' active and personal involvement rather than technology.

### **An unexpected ending**

The epilogue of the adventure has reserved a surprise in line with the romantic and mysterious tone of the whole event: the detective, instead of arresting the thief, chose to run away with him for love, ending the experience with an unexpected and exciting narrative twist.

### **Successful partnership**

The well-established collaboration between Vorwerk Italia and Frigerio Viaggi, now in its second year, has once again demonstrated how a perfect synergy can transform an incentive trip into an unforgettable experience, able to combine creativity, Impeccable organization and moments of pure emotion. Paris, with its unique atmosphere and hidden secrets, proved to be the perfect setting for an event that surprised and conquered all participants, making them protagonists of a story that will remain in their memory.

«We are pleased with the success of the Bimby "Caccia al Diamante" event, a very engaging experience» commented the Event Manager of Vorwerk Italia, Luca Corsi. «Frigerio Viaggi has been able to perfectly interpret our objectives, transforming an aggregative moment into a real exciting and engaging adventure, capable of celebrating our Team Leaders Diamante in an absolutely memorable way. The ability of Frigerio's team to tune into Bimby's values and ambitions, creating a journey full of surprises and profound meanings, made this event a beautiful tribute to the success of our representatives. And as part of a well-organized event, Paris was the perfect stage to celebrate the passion, dedication and excellence that distinguish our best representatives, inspiring them to commit even more for their personal success and for all of Bimby».

**FRIGERIO TRAVEL** - The Frigerio Group now brings together over 90 travel agencies and travel planners throughout Italy and offers guarantees of reliability and reliability. Individual and group travel, holidays, incoming, business and corporate travel, meetings, incentives, conferences and events without forgetting communication and marketing: these are the areas of excellence in which today the company stands out to give to each customer, In addition to the care and attention that are part of its tradition, a unique solution and each time unrepeatable.

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