

Incentive trips: how chartering an aircraft could contribute to the success of your event?



A Boeing 747-400 on the ground in Corsica – it's not a common sight. Pro Sky chartered this legendary aircraft departing from Paris-Orly on behalf of a client organising an incentive trip. An Airbus A320 departing from Lyon was also in the air. In total, 740 passengers were able to benefit from the personalised services of Pro Sky to begin this incentive trip in the best possible way.

Surprise passengers at each stage of the journey

Incentive trips allow companies to achieve different objectives. *"We want to justly reward the best elements in our network and honour them over the course of a weekend"* explains Laurent Vienne, sales manager at Victoria France. To do this, the Lille-based company invited its 350 best salespeople and their companions to take part in a VIP trip to Club Med Cargèse near Ajaccio.

"We naturally want to motivate other members of the network who were not able to participate, but also people outside our organisation. These events should make people want to join us, and there is nothing better than allowing your own members to express themselves."

The way in which these events are run and the activities they offer therefore have to be in line with the company's ambitions. The journey itself has its role to play, and this is where Pro Sky comes in. For the specialist in customised group flights, the journey time is an integral part of the event, and can make a huge contribution to the success of the project as a whole.

Allow guests to appropriate the brand

Whether it be during passenger check-in, during the flight or upon arrival on the beautiful island of Corsica, Pro Sky pulled out all the stops. Just one objective: to make the flight experience unforgettable for the passengers and to allow the organiser to convey the desired message.

"We want our colleagues to identify with the brand. The Pro Sky personalisation services allow us to leverage this at each stage of the journey. And this made a big impression among the passengers, who immediately shared these moments on their social networks."

To do this, the Pro Sky France team came up with a personalised approach.

- Distribution of name badges at Paris-Orly airport

In order to help the event run smoothly and relieve pressure on the organiser, Pro Sky provided mobile counters upstream of the check-in desks to distribute luggage tags showing the name of each passenger, their room number and the company logo.



Distribution of name badges at the airport // Photo PRO SKY

- Private check-in desks

Checking in all of the passengers for a Boeing 747 in good time is no easy task. To make this process more fluid, Pro Sky reserved 8 check-in desks at Paris-Orly Airport. For the return flight from Ajaccio, the two groups travelling with Pro Sky made up more than half the people in the terminal – an extraordinary day for the employees at Ajaccio Napoleon Bonaparte Airport.



Private check-in desks // Photo PRO SKY

- Impress your guests by personalising the interior of your aircraft!

Meeting room at the company headquarters? Seminar in an auditorium? No, this is actually inside an aeroplane. And not just any aeroplane: the most legendary of them all, a Boeing 747. Whether it be in business class or economy, all of the seats in the chartered aircraft were personalised with branded headrests – a detail that reinforces this feeling of exclusivity.

“It was amazing, we felt as though the plane belonged to us”, Vincent, one of the passengers on the flight



Decorate the interior of the aeroplane in your company's colours // Photo PRO SKY

- An unusual and unforgettable arrival under the Corsican sun

Sun, excitement and a surprise when leaving the plane. This is what the passengers experienced once they arrived in Ajaccio. With the agreement of the client, the airline Corsair and Ajaccio Airport, Victoria France and Pro Sky wanted to immortalise this extraordinary project by organising a photoshoot at the foot of this gigantic machine. See for yourself below:



Arrival of the passengers on the 747 at Ajaccio Airport // Photo PRO SKY