



Special Events | Theme Parties

BEST OVERALL PROGRAM

Rock It Tour '09

To motivate its sales force, a company engaged Destination Nashville to design a program that would make their managers Rock Stars! From custom tour bus greeting to guestrooms "tricked out" to meet "rider requirements", guests received personal wake up calls and dined in the "green room". Presented on stage with full rock band in action, managers stepped out to cheering crowds at opening session. The climax was the MTV style Awards Show complete with pyrotechnics finale. The "after party" at the "Playboy Mansion" rocked with wading in the Grotto, jammin' with the band and sipping champagne in the tour bus!

Destination Management

