



hair cosmetics

Caribbean Cruise Conference Work & Play Plan Strengthens Business Development

“The group cruise was a great value proposition for us as it allowed us to solidify our existing business and create new opportunities in a very cost effective manner. It also allowed us to reward our own outstanding people with the trip based on specific performance measures. It takes more than money to retain good staff these days and performance incentives like this are absolutely a good investment.”

Graham Fraser, Vice-President Marketing & Sales, AG Hair Cosmetics

Profile AG Hair Cosmetics manufactures and distributes top quality professional hair care products exclusively to salons throughout North America. In the past few years, vital distributor partnerships and focused, productive employees have resulted in the company’s rapid expansion into forty-three states.

Appealing Group Cruise Incentive The goal was to provide an irresistible week-long working vacation for key distributor partners, salon owners and hair stylists who met AG Hair Cosmetics’ sales targets. Two hundred people hit their goals and paid their own tax-deductible passage to learn more and become better connected to AG Hair Cosmetics.

“We had done several group retreats in the past. But we felt a cruise was the perfect solution because of the size of our crowd,” says Graham Fraser. “We needed a venue to hold them captive for meetings, business presentations and a major hair show, with lots of relaxation, fun and adventure in between,” he says, “We were referred to Odenza by a business associate who assured us you could meet our requirements.”

Odenza Cruise Manager Critical A ship inspection was arranged to assure company executives that Carnival met their needs. Odenza Cruise Manager Courtney Mihailoff and the in-house travel team meticulously made all the bookings for the group. Courtney was on board as the daily contact point for the February voyage from Miami to Belize, Roatan, Honduras, Grand Cayman and Cozumel. An excursion to the championship Caye Chapel Golf Resort on a private island overlooking the Great Barrier Reef of Belize was a big hit.

Ship Shape Facilities “Carnival provided state of the art facilities. The business rooms were properly set up. The Carnival staff was most helpful,” Fraser recalls. “They even let us use their nightclub stage for our hair show complete with lights and music. They were amazing. Everyone on board was invited.”

Dining Wins Friends “The food was great. One night we took a group of V-I-P distributors to the ship’s top restaurant as a special thank you. The wine selection was excellent and we all enjoyed an evening of fine dining,” Fraser says. “Most importantly, the owners of AG Hair Cosmetics were able to extend the family feel we have in our company to all of our customers on board to truly make them feel part of our business.”

AG Hair Cosmetics Overall Satisfaction Rating 8.5/10

“Courtney Mihailoff was outstanding. People on vacation can be demanding and test your patience. She handled everyone beautifully and made sure they got the cabins they wanted and so forth.

She was critical to the success of the trip.”

Graham Fraser, V-P Sales & Marketing, AG Hair Cosmetics, Vancouver

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