

A vibrant cityscape at sunset. The sky is a mix of deep blues, purples, and oranges. In the foreground, a wet, paved plaza reflects the colorful sky. A metal barricade with blue bases runs across the middle ground. In the background, there are several modern buildings, including a large one with a curved, glass facade on the left and several skyscrapers on the right. Palm trees are scattered throughout the scene. The overall atmosphere is lively and modern.

Crafting memorable  
customer *connections*



**ATTENDEES:**  
40



**LOCATION:**  
SAN DIEGO, CA



**MOBILE APP ADOPTION RATE:** 88.89%

## THE FUTURE OF TRAVEL STARTS NOW

Every year, FCM hosts a gathering of clients, sponsors, and staff to address the dynamic landscape of corporate travel. The event, known as FCM Council, serves as a platform for participants to collaboratively explore client needs, share company insights, and strategize execution plans for navigating challenges and opportunities shaping the industry's future.

## OFFLOADING THE PRESSURE

The primary goal for FCM Council 2023 was twofold.

First, FCM aimed to create an inclusive and engaging environment where clients could have constructive conversations on the business' past, present, and future.

Secondly, they sought to deploy a mobile app for event management and attendee communication. This directive aimed to alleviate micromangement burdens on attending staff, enabling them to focus entirely on the event's core content.

## IN THE RIGHT HANDS

FCM Meetings & Events took on the organization and management of the Council for its 40 attendees. In addition to streamlining a event management app, the team also organized the following:

- Managing air travel logistics
- Organizing airport and offsite transfers
- Partnering with host hotel to manage hotel rooming and requests
- Event space logistics
- Food & beverage
- Delegate communications
- Event registration website
- Mobile app activity
- Onsite gifting
- Offsite venue management

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## HERE'S HOW IT WENT

The prestigious La Valencia Hotel, nestled on the sun-drenched Southern California Riviera in San Diego, played host to the FCM Council 2023, which unfolded over three days in October.

**DAY 1** kicked off with a dedicated registration day. Attendees collected their name badges, accessed the mobile app and agenda, and received coastal gifts, including luxurious SandCloud beach towels and designer sunglasses from the Aloha Collection. The evening concluded with an offsite dinner of traditional Island plates featuring entertainment from a local Hawaiian guitarist.

On **DAY 2**, the real work began. Group sessions were interspersed with hors d'oeuvres, and a poolside lunch. In the afternoon, breakout sessions delved deep into diverse topics, ranging from customer service enhancements to expanded talent development. The day culminated in a memorable evening aboard the Nerissa Yacht, where attendees savored cocktails and light bites before a bayside dinner against the backdrop of downtown San Diego's skyline.

Breakout sessions continued into **DAY 3**, where attendees met with staff members one-on-one to further discuss their expertise and how FCM can improve their products, services, and reliability over light refreshments passed by servers. These discussions were followed by a casual lunch at Belmont Park, where some attendees indulged in an optional rollercoaster ride. After the park, attendees were transported to a local bar for a light dinner before beginning to depart that night and into the morning.

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## RESULTS

Feedback from attendees highlighted the well-organized logistics, engaging sessions, and casual social activities. Rather than focusing on the minute details of the days to come, staff could instead stay focused on the wider event direction and work towards their overall goal – creating stronger connections with their attendees.

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## WHERE COLLABORATION AND CELEBRATION MEET

At FCM Meetings & Events, we know how to make the travel experience and bookings flow smooth.

Our global network of dedicated field experts are all about delivering value to your meetings and events. From the strategic pre-planning and creative inspiration, to tech integration and the ability to tap into the cultural fabric of each client – we create rich, experiential events tailored to your goals that have purpose, connect community and inspire positive change.

