

## 用匠心营造难忘的体验

## Crafting Rewarding Experiences



OneNineFive自创立以来，以新西兰为据点，为全球客户创造出无数今生难忘的精彩活动与探险体验。秉承“用经历连结你我”的宗旨，其专注态度与丰富经验为品牌带来广泛赞誉。OneNineFive现已入围2016年亚太会奖与活动协会（ICESAP）及《CEI Asia》杂志亚太会奖卓越奖。

对于企业年会、创意计划、会议等活动的策划，OneNineFive在客户简报的基础上，以专业精神创造让情感升温的相聚体验。OneNineFive创始人及总监格雷格·诺里斯（Greg Norris）指出：“关键在于活动要办得令人欣喜，同时为企业带来提升。”品牌致力于让参与者产生“真高兴此刻我在这里”的由衷感受，因为学到了新技能、完成了过去想都不敢想的表演，或是看到了令他们大开眼界、拓宽鉴

赏力的新鲜事物，发现为活动投入的时间绝对值得。OneNineFive有一支充满激情的团队，摒弃放诸四海皆准的常规做法，推崇真实感受；在世界各地广泛接触，形成追求极致服务的协作网络；将参与者与场地牢牢联系在一起，以个性化手法创造一个又一个奇迹。诺里斯补充说：“我曾对人说，我们当然也喜欢主干道，但在后街窄巷总能发现更多真实、乐趣与惊喜。这就是我们的风格。”

2014年，OneNineFive为新西兰头号餐饮批发商Gilmours策划了“墨尔本餐饮酒店服务业的精致一面”。这是一个定制化的旅游计划，以职业发展为重点，在奖励优秀员工的同时赋予其工作上的启发。活动取得了巨大成功，在Gilmours的要求下于2016年初再次举办并且做了一些改

进。也正是这场活动为OneNineFive入围2016年亚太会奖与活动协会（ICESAP）及《CEI Asia》杂志亚太会奖卓越奖奠定了基础。品牌以其清晰有力的沟通方式，与众多供应商建立伙伴关系，共同致力于提供富有教益并有利于延续品牌忠诚度的解决方案。“墨尔本餐饮酒店服务业的精致一面”为期四天，为企业员工创造了四种难忘的体验——教育与大师课、结交同行与建立关系、美食与住宿体验以及探索。这场在墨尔本举行的创意活动为员工精心准备了与自身职业发展有关的独特经历，再次体现出OneNineFive自创立之日起就秉持的原则：“创造非凡惊喜”。

OneNineFive同时也为品味卓越的中国客人提供原汁原味的专享小型旅行团服务，如位于风景如画的新西兰的骑马漫





步、悠闲垂钓等专题旅行。

Since its conception, OneNineFive has created and delivered unforgettable events and adventures around the world from its headquarters in New Zealand. With a philosophy of 'Aligning People through Experiences', their reputation for dedicated approach and extensive experience is widely recognized, and now they have been shortlisted as a finalist for the 2016 ICESAP and CEI Asia ICE Awards for Excellence.

In designing corporate meetings, incentive programs, conferences and other various events, OneNineFive looks beyond the brief to expertly craft experiences that result in successful relationship growth. "The key is making sure an event is both personally and professionally rewarding," said Greg Norris, the founder and director of OneNineFive. The company strives for the 'I'm so glad I committed to being here' moment when an individual feels that the time they invest in the event is worth it, whether it is for the skills they pick up, performances they

never thought would complete, or a special something they witness that gives them new perspective and appreciation. Avoiding the cookie-cutter approach, this passionate team delivers a personalized magic that comes from combining people and place, by believing in authenticity and reaching out to their worldwide contacts in order to build a network that fits with the ethos of delivering the best. Norris added, "I once told someone that while we love the main street, the back streets always seem to have a bit more fun, surprise and authenticity. That's our style."

In 2014, the company created 'The Finest Cut – a slice of Melbourne Food, Wine & Hospitality' for Gilmours – a leading New Zealand food and beverage wholesaler. The outstanding incentive travel program is a bespoke, inspirational reward with strong professional development focus that was so successful that it was further developed and then delivered for the second time in early 2016, earning OneNineFive its position on the 2016 ICESAP and CEI Asia ICE Awards for Excellence. Through clear and compelling



communication, the company managed to engage the individuals and key suppliers in building a shared goal of providing solutions that educate and inspire long-lasting brand loyalty. The four days program was based on four fulfilling experiences: education and master classes, networking and relationship building, culinary and hospitality experiences, and exploration. This creative event in Melbourne set the scene for a unique and relevant experience, reiterating OneNineFive's founding principle of being 'surprising, with edge'.

OneNineFive also designs authentic and exclusive small group travel experiences for discerning Chinese travellers that include special interest excursions such as fishing and horse trekking in the amazing New Zealand.