



MasterCard International

With a universe of meeting and event options to choose from, how do you find one that delivers right message? MasterCard® International recently partnered with Universal Orlando® Resort to create an unforgettable Global Sales Meeting.

Spanning 4 days, 1 hotel, 2 incredible theme parks, and 1 exhilarating entertainment complex, MasterCard® leveraged the assets of Universal Orlando® to deliver an integrated message to their attendees from start to finish. “We have received loads of positive feedback from around the world about the parks, the hotel, the integration of our sales message with the program - really leveraging your unique value proposition - and aligning it with our strategic goals.” - Gareth Forsey, Senior Vice President of Customer Business Planning and Analysis

With a “Think Outside the Ballroom” mindset, MasterCard® set out to make every aspect of their meeting unique and tie each event into their strategic vision. From the general session involving customized stunts and pyrotechnics, to the unique team-building production where teams were asked to write and film their own mini-movie, to the wrap party at Islands of Adventure®, Universal Orlando® helped bring their vision to life.

“The success of the program was largely a result of your help and energy to FOCUS with us on delivering a flawless event for our global sales force. Thank you for letting us take such full advantage of your wonderful facility - from the hotel rooms, the conference center, and the grounds - to the stunts, the filming in "real" film locations - to the marvelous ending party with your Superheroes. It truly was a priceless event.” ~Gareth Forsey