

# Coca-Cola building dream teams in Hong Kong



Increasing numbers of corporate clients are turning to team-building activities and annual outings to build morale among their employees in order to achieve a common goal.

Team-building has shown to be an effective tool in helping a company to enable staff members to increase their motivation and performance.

As a team-building destination, Hong Kong is the ideal location, with everything to help make an event a success. Venues of any size, both indoors and outdoors, professional coaching support and expertise, language efficiency, as well as superb infrastructure and various leisure activities, guarantee that every participant's stay in Hong Kong is both fruitful for the company and unforgettable for the individual.

Read the testimonials here – and book your next corporate meeting in Hong Kong ...



*A boat trip to Lamma Island was highly appreciated by the Coca-Cola China group.*



*The participants had a great dinner whereby enjoying the magnificent harbour view of Hong Kong.*

When the employees of Coca-Cola China's marketing department were given the opportunity to vote for a destination for their annual corporate outing, the vast majority chose Hong Kong.

"This was the first time we went to Hong Kong. It is an ideal place with good facilities for a business conference; it is also convenient, and very popular for shopping and dining. Most of all, the prices were very competitive, with Hong Kong having even lower prices than other venues in Mainland China, especially since we managed to get a very competitive flight and hotel package," says Howard Lam, group sparkling director of Coca-Cola (China) Beverages Ltd in Shanghai.

Everyone from the marketing department was invited – from the top bosses to the secretaries – on the five-day/four-night event that was held in November 2007. The purpose of the trip was to strengthen the staff's teamwork, and to help them to understand the importance of cooperation and communication, which ultimately helps improve their work when they return to their office.

### **Satisfaction in every way**

Associate brand director Shelly Lin experienced a similar team-building trip

to Hong Kong in 2000 with her former employer. While that trip's focus was mainly on fun activities, this recent trip combined team-building with both training and leisure.

"The business feeling was much stronger this time and I learned a lot through the group discussions when we evaluated the activities," says Shelly.

She also observes that Hong Kong has become much less expensive compared to seven years ago: "Food,

accommodation, transportation and even cinema tickets cost much less than I expected. Hong Kong has really become a cost-effective destination."

Marketing manager Mandy Chen is familiar with Hong Kong, having worked there previously for six months: "I voted for Hong Kong because it has everything: food, leisure activities, shopping, etc. Hong Kong also has tourist attractions, such as Disneyland. Most of my colleagues really wanted to come to Hong Kong for this activity."

*Cooperation and effective communication among all team members was essential in all team building activities.*





*The Hong Kong supplier provided expertise in tailor-made experiential team training.*

### **Achieving company goals**

The first day's meeting featured discussions about company issues and was followed by the second day's team-building activities.

The local organisers had chosen the Duke of Edinburgh training camp in the New Territories as the location. Most of the activities were held outside, which was pleasant for the participants because of the cool, but sunny, November weather in Hong Kong.

"Weather was an important factor that was to Hong Kong's advantage when we chose the destination," says Lam. "We dropped the other two suggested cities in Mainland China because there might be snow at this time of the year, making it impossible to hold activities outside."

The demand in Hong Kong for high-quality, professional and effective team-building activities is increasing. As a result, the city is home to many experienced service suppliers that can meet the various needs of corporate clients, whether that be organising a meeting or setting up a programme of team-building activities.

For Coca-Cola, the first day's business conference at the Hong Kong Disneyland Hotel was facilitated by the hotel.

The second day's outdoor activities were provided by a supplier with expertise in tailor-made experimental team training. The facilitator, who assisted Coca-Cola in setting up the

objectives of the exercise, guided the participants during the programmes, and asked them to analyse their strengths and weaknesses in each of the activities held.

The icing on the cake was when the group was split into two teams, each with a huge parachute. In the middle of the two teams were two large balloons. The teams' mission was to successfully throw a balloon to the other team with the help of the parachute, a task that could never have been achieved without cooperation and effective communication among all team members.

### **Superb professional support**

Most staff members had never participated in games like this one and were impressed by the professionalism of the Hong Kong service suppliers. What they learned from the activity was that communication within your own team is not enough; you have to pay attention to everyone if you want to achieve a common goal.

The planning for the event was a complete success. "Planning only took one-and-a-half months after the destination was selected," says Sunny Chan, senior human resources manager. "Coca-Cola China has many employees who come from Hong Kong, so we also got many valuable internal referrals."

"From a human resources perspective, Hong Kong is much more professional than Mainland China, with more experience in team-building activities, not to mention the excellent quality of the service industry."

"We are all deeply impressed by how the facilitator incorporate our key communication objectives throughout the activities in such interesting, inspiring and interactive way."

The Coca-Cola team comprises people who speak English, Putonghua and Cantonese, and Chan added: "It is not easy to find an organiser outside Hong Kong who can manage these three languages fluently."

(from top to bottom)

*Howard Lam concentrates on the inspiring team building activities offered by one of the professional service suppliers in Hong Kong.*

*"I learned a lot through the group discussions when we evaluated the activities," says Shelly Lin*

*"Hong Kong has everything: food, leisure activities, shopping and tourist attractions," says Mandy Chen.*

*Sunny Chan is impressed by how the facilitator made the activities interesting, inspiring and interactive.*



# Perfect balance between business and fun

Coca-Cola had chosen the Hong Kong Disneyland Hotel for the business conference.



Coca-Cola is the world's top global brand and one of the world's largest beverage companies. It has been in China for 80 years and has expanded heavily over the past decade, making China now Coca-Cola's fourth-largest market after the US, Mexico and Brazil.

The 60-plus participants on the team-building trip to Hong Kong all came from Coca-Cola China's marketing department, which is based in both Shanghai and Beijing.

The group arrived on a Tuesday in November and attended a full-day business conference the next day. Thursday was fully dedicated to the outdoor team-building activities. Then, on Friday, they took a convenient boat trip from the Hong Kong Disneyland pier directly to Lamma Island, before visiting Victoria Peak for dinner, where they enjoyed the magnificent harbour view, and the spectacular multimedia light and sound show, "A Symphony of Lights". Free activities, such as

shopping, going to the cinema and visiting Hong Kong Disneyland, were also included before the group departed on Saturday.

All participants stayed at the Disney's Hollywood Hotel, and their business meetings were held at the Hong Kong Disneyland Hotel. The hotels are close to each other and connected by frequent shuttle bus services. Some of the participants had even bought air tickets for their families so that they could enjoy Hong Kong Disneyland and Hong Kong's other tourist attractions.

"From a planner's point of view, you have to find a good balance between conference, activities and leisure. Everyone is very happy with the programme, and with all the services and the facilities Hong Kong offers. We will definitely come back," says Sunny Chan, Coca-Cola's senior human resources manager responsible for planning this event.

The Hong Kong Tourism Board encourages international corporations to hold their meetings and incentive travel activities in Hong Kong. For more information about how the Board can assist in these areas, please visit [www.DiscoverHongKong.com/mice](http://www.DiscoverHongKong.com/mice).

Information is correct as of February 2008, but is subject to change without prior notice. The Hong Kong Tourism Board disclaims any liability for the quality or fitness for the purpose of third-party products or services, or for any errors or omissions.

© Copyright Hong Kong Tourism Board 2008



HONG KONG TOURISM BOARD



4893768005419



0208