

collaborate

CORPORATE MEETINGS INTELLIGENCE

AUGUST/SEPTEMBER 2014



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*"PLANNERS HAVE TO CREATE
INTIMATE EXPERIENCES
THAT ATTENDEES CAN'T HAVE
ON THEIR OWN."*

—BRUCE STARR, BMF MEDIA

INNOVATORS

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ON CREATING MEMORABLE MEETINGS* 50



It's a Bird. It's a Plane. It's Champagne!

Impress high-level executives at your next board meeting with a crazy amenity delivering Champagne from the skies. At the opening of its 11,000-sq.-ft. mansion property in Sausalito, California, Casa Madrona Hotel & Spa used a remote-controlled octocopter drone to bring chilled Champagne to guests celebrating on the property's two-tiered deck.