



# Family Fun –

2,300 Koreans Make It Happen  
in Hong Kong



# Hong Kong – Converging Team Spirit for Inspiring Corporate Events

**Earning a trip** to an overseas destination, not only for themselves but also for their families, is something Life Planners, the direct sales agents at Prudential Korea work hard for every year, in a bid to make their dreams come true.

The company has arranged annual incentive trips overseas for many years and, for 2010, Hong Kong was chosen as the destination for the second time. The first time was in 1995 when Prudential organised its inaugural overseas convention.

In 1995, Ou Jin Hwang, who is the CEO of Prudential Korea, was agency manager champion and, as such, took part in that first overseas trip, which he recalls left him with many good memories. After becoming CEO a few years ago, he wanted to choose a destination that would really inspire his sales team to raise their performance to an enviable level. Hong Kong was his unquestionable choice.

Prudential differs from other insurance companies in South Korea by focusing not only on taking its sales people to overseas conventions, but also inviting their families. The company's CEO personally invites all participants, with those who are also asked to bring their family, generally the highest performers. This year, some two-thirds of the group of 2,300 people who travelled to Hong Kong were family members.

This was all dependent on their performance. Those who were awarded the gold medal could bring two family members, the silver awards guaranteed one family member and for the bronze award it was only the recipient who qualified.

With so many spouses and children in the group, it was imperative that Hong Kong was a fantastic family destination. Several world-class themed parks, such as Hong Kong Disneyland and Ocean Park, combined with shopping for every budget and cultural activities made this trip a lot of fun for everyone.

## Prudential: One Big Family in Hong Kong

The foyer of the magnificent Grand Hall in the iconic Hong Kong Convention and Exhibition Centre (HKCEC) is filled with excitement. Some 2,300 people – Life Planners of the Prudential Life Insurance Company of Korea Ltd and their family members – are here for the Gala Dinner. This is also the finale and a highlight of an unforgettable five-day trip to the dynamic metropolis of Hong Kong for the 2010 President's Trophy Convention (PTC).

When all the participants are seated inside the Grand Hall, showtime begins with an impressive flag dance showcasing the bright, prominent campaign slogan, 'Make It Happen – Hong Kong', as an eye-catching backdrop. Then, Prudential Korea's Chief Executive Officer (CEO), Ou Jin Hwang, takes the podium and delivers a highly motivating speech.

"I know that people have to sweat a lot to work for this company," he said, "so I am here to show my appreciation for everybody's hard work. It is important that we are able to have this farewell dinner together with our family members, all in one place, here in Hong Kong. After all, the ultimate meaning of a convention is to find the perfect place where we can all get together as one big family!"



**"This has been such a memorable occasion and Hong Kong 2010 is by far the most fabulous PTC event we have ever had."**

*Ou Jin Hwang  
President and CEO, Prudential Korea*



*Motivating sharing sessions are held in the state-of-the-art Hong Kong Convention and Exhibition Centre.*

Mr Hwang says he is very happy with the decision to choose Hong Kong once again as the PTC destination: "This has been such a memorable occasion and Hong Kong 2010 is by far the most fabulous PTC event we have ever had."

### **Deeply Impressed by Hong Kong**

Jin Won-seub is one of many experienced participants in this convention. His title is Executive Life Planner, which is why he wears a green jacket. For 10 consecutive years, he has qualified as a member of the Million Dollar Round Table (MDRT), an international independent association of which he is now a life member. Being recognised as a member of the MDRT demonstrates exceptional professional knowledge, strict ethical conduct and outstanding client

service. "Only 40 people in South Korea have qualified to become a life member of the MDRT," Mr Jin said proudly.

*Excited participants celebrate and cheer the top performers.*



This is his ninth convention and, although he has been to such locations as Hawaii, Paris and New York, he was very excited to learn that this year's convention would be held in Hong Kong.

"This is the first time that I have been to Hong Kong, even in my private travels, and it is very exciting to see the mix of cultures in a city where East meets West in a modern way," said Mr Jin.

"I work hard to qualify every year for trips such as this one. What inspires me the

**"Hong Kong is definitely one of the classic examples of a dream-come-true, rewarding destination."**

*Jin Won-seub  
Executive Life Planner, Prudential Korea*

*Jin Won-seub, here with his wife and son, is convinced that they will return to Hong Kong on a private trip.*





*Park Sun-ho worked very hard to achieve his goal to come to Hong Kong.*

most is the chance these trips give me to encounter different cultures and gain an experience that has a definite, positive effect on my work, and Hong Kong is definitely one of the classic examples of a dream-come-true, rewarding destination," he added.

Before the trip, Mr Jin thought that everything in Hong Kong would be huge. But, once he arrived, he found that many of the roads are actually quite narrow and there are even small villages both inside and outside the city, a striking contrast in such a compact area that truly amazed him.

Mr Jin brought his wife and son with him to Hong Kong, and he emphasised that it was a pleasure to have the family with him in this special city. "People here are very friendly, even though I cannot really communicate in English. I still can make myself understood, my family had a great time."

"In the city, you see plenty of people walking everywhere and they are always

moving quickly. Hong Kong's infrastructure seems to be very efficient, systematic and organised," said Mr Jin, who was especially impressed by the covered footbridges that link large parts of Central District on Hong Kong Island to make shopping easier.

"Even on a rainy day, you don't get wet because you can walk from building to building under cover," he said.

Hong Kong inspired Mr Jin deeply, despite the fact that he has been on eight previous PTCs, and he is confident that he will return to Hong Kong on a private trip with his family. "I won't come here alone; I will always come with my family," he said.

### **'Unique and Special' Hong Kong**

Park Sun-ho joined Prudential in 2009, so this was his first trip, for which he qualified by being named 'Best Rookie', or one of Prudential's best newcomers. "I had heard a lot about Hong Kong from TV, movies and music, but I had never had the chance to come here, so I was thrilled when I learned that Hong Kong would be the destination for our PTC this year and I worked very hard to achieve this goal," he said.

"It meant a lot for me to qualify for this trip as it signifies that I have reached the first goal in my career, which is very important," he added.

Having travelled previously to Japan, Europe and the US, Mr

Park is not a rookie in that sense. However, he emphasised: "Hong Kong is not just a big city, it is a vibrant place with a lot of history and it has a very interesting cultural background. For me, that makes Hong Kong unique and special."

Mr Park was able to bring his mother and daughter to Hong Kong, and they enjoyed everything in the city, spending quite some time shopping at street markets, including Temple Street Night Market and at the glitzy shopping malls.

It is certain that Hong Kong will welcome both Mr Jin and Mr Park back, with even more of their family members, as they seek to learn more about the secrets of this vibrant city that has so much to offer for families.



## Safety and Convenience a Top Priority for Families

For 15 consecutive years, the Prudential Life Insurance Company in South Korea has organised overseas President Trophy Conventions (PTCs) that serve both as a motivation-booster and an event where the top sales agents are recognised by management in front of their families.

“Our very first overseas convention was held in Hong Kong in 1995. At that time, our group consisted of some 300-400 people. This year, we have a much bigger number, with 2,300 delegates, which of course makes planning more challenging,” said Jake Lee, Team Leader of Prudential’s Sales Promotion Team and responsible for the planning of this year’s PTC.

Prudential Korea normally starts preparations for the convention about 18 months before the actual event, inspecting hotels, conference centres, etc. Between three and five destinations are shortlisted, and the tourism boards of each are asked to make presentations outlining what they can offer.

“The Meetings and Exhibitions Hong Kong (MEHK) office convinced us that Hong Kong would be the best choice for our convention. The team really showed us the advantages of the city, and its help and advice throughout the planning was tremendous,” said Mr Lee.

The competing destinations could not really live up to the benefits that Hong Kong was able to offer when it comes to a strategic location

with frequent direct flights from Seoul, superb meeting facilities and an abundant supply of luxury hotels for over 2,000 participants.

Prudential Korea puts a lot of emphasis on choosing a destination that is safe and secure for everyone, as well as convenient: “Hong Kong is a remarkably safe city, both by day and night. It also offers short walking distances to shopping malls and restaurants so, whenever a member of a family has anything in mind, it is easy for them to get there and enjoy it,” said Mr Lee.

The Hong Kong Convention and Exhibition Centre (HKCEC) was eventually chosen as the venue for both the workshops and the evening events.

“This convention centre is very spacious and there are not many places like this where you can hold a range of functions, including the Gala Dinner, for such a big crowd,” Mr Lee said.

He is also happy with the professionalism of the local companies involved and their ‘can-do’ spirit. The hotels faced – and overcame – many logistics challenges with such a big group and the HKCEC was completely professional, converting the Grand Hall from a theatre to a round table setting for the PTC Gala Dinner in just a few hours.

“Hong Kong really provides safety and convenience for a big group like this,” concluded Mr Lee.



The incentive trip winners are very proud to have the chance to bring their family members to Hong Kong.



Children are invited up on stage to share their joy with everyone.



The chance to bring their spouse and children on a trip to spectacular Hong Kong is a real motivation-booster.



Participants of different ages share their excitement and happiness on the dance floor.

## Five Unforgettable Days

In April 2010, Prudential Korea sent a group of 2,300 people, comprising top sales agents and their families, to Hong Kong for its annual President's Trophy Convention (PTC). This was the largest group that Prudential has ever sent overseas on an incentive trip.

The delegates arrived via three direct chartered flights from Seoul to Hong Kong and stayed at three of Hong Kong's high-end hotels, the Grand Hyatt Hong Kong, the Conrad Hong Kong Hotel and the Island Shangri-La Hong Kong. Awards ceremony and motivating sharing sessions were held in the mornings at the Hong Kong Convention and Exhibition Centre (HKCEC), while the delegates had the afternoons and evenings off to explore the city.

Many fun-filled options awaited the delegates during their free time. Some went to the legendary Hong Kong Disneyland, while others spent happy moments at Ocean Park, a famous 'edutainment' theme park in Hong Kong.

Meetings and Exhibitions Hong Kong (MEHK) offered its full support to Prudential's programme by providing a marching police band for the opening ceremony, organising the flag dance at the opening of the farewell party and arranging for the custom-made crystal plaques presented to the company's top sales achievers. Prior to the group's arrival, MEHK also provided Chinese New Year calendars, which served as teasers for the Prudential members, inspiring them to work even harder to reach their goal and be a part of the 2010 Hong Kong PTC.



CEO Ou Jin Hwang proposes a toast at the Gala Dinner to thank participants for a job well done.



A visit to the world-class 'edutainment' venue, Ocean Park, is a much appreciated activity.

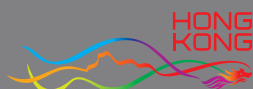


The families have a great time enjoying the variety of Hong Kong's attractions, including a 'must visit' to The Peak.

Website: [mehongkong.com](http://mehongkong.com)



HONG KONG TOURISM BOARD



Information is correct as of August 2010, 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 2010