

# CREATIVE DESTINATION MANAGEMENT IN SPAIN

## WHY FACTOR 3?

Established in 2004, Factor 3 Events specializes in the incentive, meeting and conference travel business, providing top-notch ground arrangements for groups coming to the Spanish mainland or islands. We are a Destination Management Company, but find that label very restrictive and prefer to think of ourselves as offering **Creative Destination Management**.

Our mission is to work in partnership with you to design and produce unique events of the highest quality that are tailored to your group.

Our passion is to get under the skin of the end delegate, exceed their every expectation and enable them to experience a side to Spain that they will not forget. While we focus on being innovative, creative and client-centric, we also pride ourselves on being competitively priced and transparent.

PASSION LED US HERE

F3E  
FACTOR 3 EVENTS



We will always be honest with you,  
at Factor 3 pre-empting problems is  
as fundamental as maintaining a  
fixed eye on the details.



**Our People** form a talented, multinational team who not only have the connections and experience to deliver exceptional, detailed and dynamic events but who also speak your language, and have stood in your shoes. We don't believe in being just your supplier, we understand your needs and prefer to work collaboratively as an extension of your team.

**Our Experience** gained by working with both direct and agency clients, for groups from 5 -4000 pax extends beyond the range of standard event models and originates from a wealth of industry sectors.

**Our Service** is fast, flexible, fun and above all user friendly. Like your needs it is bespoke and we would relish the opportunity to discuss how we can best adapt it for you.



In recent years **Factor3 Events** has developed a growing concern for **sustainability**



We are working towards fuller commitment to **reducing the impact** of our events on the **environment**

We are taking into account the **social capital** of the **destinations** we work in

Our mission is to produce **creative, tailor-made** and unique programmes that aim to generate **the most positive impact** possible

# RESPECT IS OUR CORE VALUE

Respect for the **natural world** and **animal life**, respect for all of the **people we work for** and with, as well as for the **wider community**



We are encouraging our guests to **cut back on the use to transport** and also, wherever possible, to **engage in an activity** that will help our **local environment or community**.

We also promote the engagement of **local suppliers**

# FACTOR 3 ACCOLADES



Here at **Factor 3 Events** we are also extremely proud to be the holder of three M&IT Best DMC awards for **2018, 2019** and **2020**.

This has boosted our determination even more and we will continue honing our skills and services to provide our clients with the best possible creative solutions for events all over Spain.

We have also been members of the **Barcelona Convention Bureau** for the past 5 years.



# WHAT WE DO

SCOPE · EVENTS · SERVICES

# WHAT WE DO · EVENTS



**INCENTIVE TRIPS**  
**CONFERENCES**  
**MEETINGS**  
**PRODUCT LAUNCHES**  
**GALA DINNERS**  
**COUNTRY DINNERS**  
**AWARDS CEREMONIES**  
**TOURS AND ACTIVITIES**  
**STANDS AND**  
**EXHIBITIONS**

We pride ourselves on our dynamic collaborations with our clients, seamlessly delivering creative solutions and ambitious, innovative events. Every step of the process, from initial conception through to execution, is carefully and creatively taken care of to suit our client's needs right down to the minutiae, so please get in touch and let us know what you are looking for!

With our exclusive bespoke services and energised, confident and holistic approach you can rest easy in the knowledge that we will deliver your ideal event to the highest possible standard, whilst curating exciting and lasting relationships throughout the industry.

# WHAT WE DO · SERVICES



## AIRPORT LOGISTICS

We can arrange for a hospitality desk in different airports to be located within the baggage claim, if required. Otherwise, our multi-lingual staff will wait for the guests in the arrivals hall of each of the terminals.

Staff will meet and greet guests with signage bearing the company logo. Then they will escort them to the coaches, which will be waiting at the parking bays just outside the terminals.



## TRANSFER SERVICE

We can offer transfers in different types of vehicles:

**Executive cars:** Mercedes E class, Audi A6, Mercedes S class (recommended for up to 3 guests)

**Minivans:** VW Caravelle or Mercedes Viano Minivan (recommended for up to 6 guests)

**Standard Bus:** We can offer bigger vehicle sizes, from standard 18-seater coaches to 50-seater coaches up to 70-seater coaches.

All vehicles include air conditioning.

We can also provide special **VIP minibuses** upon request



# WHAT WE DO · SERVICES



## ACCOMMODATION

Using our expert knowledge and understanding of our client's needs, we can confidently advise on the best hotels and accommodation across a variety of locations in Spain, naturally taking into account the client's individual needs and variables like location, transfers, design, services, architecture, gastronomy and conference spaces.

As well as this, we at Factor 3 firmly have our finger on the pulse, being exceptionally well informed when it comes to new and exclusive hotels and spaces, as a result of our strong nation and industry-wide affiliations.



## STAFF

Factor 3 works with experienced, multilingual guides, hostesses and event managers, ensuring that your guests feel totally welcome and looked after at all times.

At Factor 3 we are wholly dedicated to delivering exactly what our clients want and need, and at any time. Every step of the way our team will be in touch with tour guides, hostesses, interpreters, event managers etc, ensuring our client's total satisfaction.

# WHAT WE DO · SERVICES



## TOURS AND ACTIVITIES

Here at Factor 3 we are constantly innovating, providing extraordinary tours, experiences and activities that offer that extra ‘something’ of exceptional value for our guests. We can customize each proposal creating a wholly unique and memorable experience.

We offer an extraordinary array of options across many fields, including history, culture, sustainability, gastronomy, sports, team building, art, social responsibility, high tech activities, wellness and so much more!

Within Factor 3’s newly established Content department, we are also creating a myriad of new creative ideas, generating our own products, and adapting it to your brand.

Our aim is to truly captivate your guests.

## VENUE FINDING & CONTRACTING

Details are naturally of the utmost importance to us. As a result we hand-pick a selection of exclusive, singular spaces for your celebration, be it for a conference, gala dinner, awards ceremony or meetings.

Our selection process takes into consideration all aspects of your corporate philosophy and style, to find high-quality options suited to you.



# WHAT WE DO · SERVICES



## CATERING

Alone gastronomy is an exceptionally crucial factor, in many ways shaping or determining an event, and as such it is an element of the highest importance to us.

For years we have honed our knowledge in the gastronomic field, considering ourselves experts in the areas of gourmet catering and the restaurant industry across every Spanish destination we offer, working with Michelin-starred chefs and excellent, award-winning catering companies. We are specialists at matching the right supplier to the specific gastronomic requirements of your guests., while adding a touch of excitement and personality on top.



## AV TECHNICAL SOLUTIONS AND STAGING

Factor 3 works with experienced technical partners and stand designers capable of developing integral creative solutions that are tailored to our clients' needs. We have fostered some fantastic relationships within this burgeoning and highly significant field, and are constantly updated with latest innovative solutions.

# WHAT WE DO · SERVICES



## DETAILS · MERCHANDISING

As the age-old saying goes, it is often the small things that count.

At Factor 3 we take care of *every* detail, from the minutiae to the big picture, to make your guest's experience unique. We aim to develop memorable, thought-provoking gifts that will have a deep impact, directly expressing your ethos and message, allowing your guests to engage, and leaving them with a wonderful memory.



## ENTERTAINMENT

Every event is absolutely unique, that's why at Factor 3 we take special care to create, design and develop the ideal entertainment options for your needs.

We personally curate many of our acts, working closely with them to ensure results of the highest calibre. From DJs to dancers, through to bands, roaming entertainment, circuses, actors, magicians, technological shows, innovative aerial performances, virtual experiences, sculptors and painters, we offer a huge variety of entertainment that really run the gamut!

# EXPERTS IN SPAIN TOP FACTOR 3 DESTINATIONS

FROM NORTH TO SOUTH AND EAST TO WEST

# FACTOR 3 TOP DESTINATIONS

While located in the famously charming city of Barcelona, we are exceptionally proud of our reputation as leading authorities and true connoisseurs across the whole of Spain, with all its exquisite idiosyncrasies and cultural contrasts.

We work seamlessly and with distinctive creative flair across Madrid, Bilbao, Valencia, the Balearic Islands, *and* glorious Andalusia (to name just a few of our destinations), priding ourselves on our expert knowledge of each unique location, and the pivotal professional relationships we have fostered as a result. Thanks to our profound creativity and deep insider knowledge across countless fields, we offer our clients the highest standard of bespoke service in the incentive, meeting and conference travel industry, with a thrilling dose of creativity thrown in!

**Our mission is to work in partnership with you to design and produce unique events of the highest quality that are tailored to your group.**



# TOURS AND ACTIVITIES

TOURS AND ACTIVITIES · A SEA OF POSSIBILITIES

# TOURS AND ACTIVITIES · A SEA OF POSSIBILITIES



## EXPLORE !

At Factor 3 Events, we create bespoke tours and dynamic experiences integrating diverse modes of transport, and tailored entirely to the needs of our clients, with a focus on sustainability, local culture, history, traditions, and, of course, gastronomy.



## SAILING

Sail along Spain's glittering coastline, enjoying each unique destination from the sea. At Factor 3 we offer a fantastic range of diverse, thrilling water-based activities – the ideal chance to try your hand at something new and exciting, in a beautiful Mediterranean environment.



## FOODIE

Across our unique destinations we are positively surrounded by exceptional cuisine; from the celebrated *pintxos* of the Basque Country, and Andalusia's extraordinary tradition of sherry and tapas, to Catalonia's remarkable assortment of gastronomic offerings, which range from world-renowned Michelin stars to unassuming tapas bars, and everything in between!



## TEAM BUILDING

Organizations are increasingly vying to do their bit for a better world, and for many that starts within their own company or team by improving and streamlining internal relations. Our excellent teambuilding experts will advise on the best activities for you to reach your goals, using diverse, stimulating strategies and tools, through the lens of culture, art and sports, for example.



## CSR

Factor 3 we strive to integrate CSR activities into every program, with the aim of providing support to local organisations and the environment, while simultaneously allowing guests to delve into the social and cultural fabric of each respective destination, while providing a fantastic experience for your team, strengthening bonds and communication.



## HIGH TECH

Spain boasts an exciting, varied and progressive tech sector, brimming with fascinating, innovative possibilities, which we can seamlessly integrate into your events to astonishing effect.







**EXPLORE THE CITY THROUGH THE EYES OF AUTHENTIC LOCAL ARTISANS**



**REALLY EXPERIENCE THE UNIQUE ENVIRONMENT AS A LOCAL WOULD**



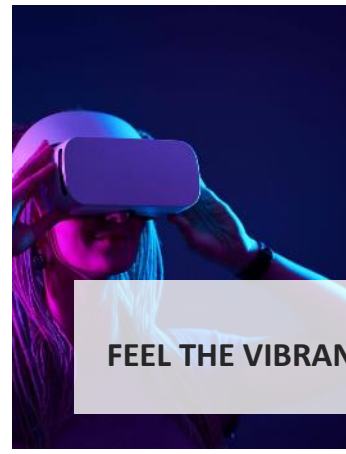
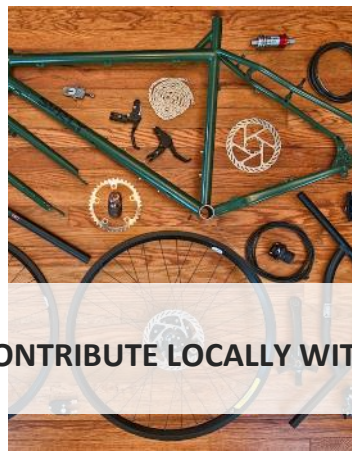
**CONNECT WITH THE DESTINATION THROUGH ITS REMARKABLE GASTRONOMY**



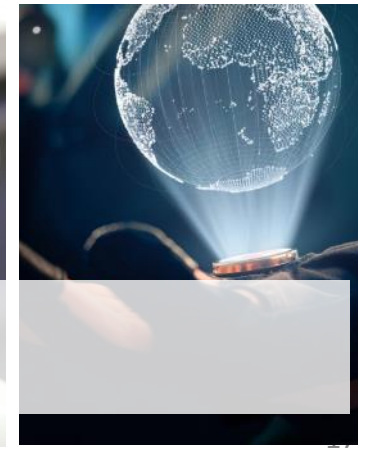
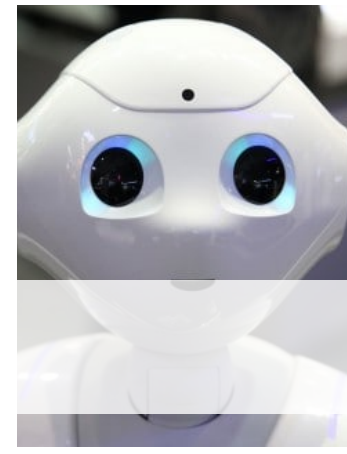
**REVEL IN THE ENCHANTING MEDITERRANEAN CLIMATE**



**CREATE VALUE AND CONTRIBUTE LOCALLY WITH CSR ACTIVITIES**



**FEEL THE VIBRANT PULSE OF THE FUTURE**



# OUR UNIQUE VISION

CONCEPT · DESIGN · THEME

# OUR UNIQUE VISION · WE ARE MORE THAN A DMC



## CONCEPT

Unlike many DMCs, Factor 3 relishes in developing proposals from the conceptual stage, working closely with you to get the perfect fit in order to meet your specific objectives and drive your message home.



## DESIGN

Every concept needs an image. At Factor 3 we collaborate with graphic designers and render specialists to bring your ideas to life.



## THEMING

Decoration, lighting, characters, furniture,... Factor 3 transforms your event into a 360° experience.

# OUR UNIQUE VISION

EXPERIENCES & EVENT CONCEPT

# OUR UNIQUE VISION · EXPERIENCE



Please click here to see the video in your browser: [Zodiac Gala Dinner](#)

## OUR UNIQUE VISION · EXPERIENCE



Please click here to see the video in your browser: [Masquerade Ball Astoria](#)

# OUR UNIQUE VISION · EXPERIENCE



Please click here to see the video in your browser:: [Go Daddy Event Video](#)

## OUR UNIQUE VISION · EXPERIENCE



Please click here to see the video in your browser: [Antique Gullet Experience](#)



# OUR UNIQUE VISION

AV AND STAGING SOLUTIONS

# OUR UNIQUE VISION · AV



## AUDIOVISUAL SOLUTIONS

We study every project from all possible perspectives, working closely with our trusted technical partners. We will transform your ideas into a fabulous reality, with creativity and ingenuity, ensuring a successful and smooth event through close communication with your venue of choice, as well as technical site visits.

We are exceptionally proud to be working so closely with fantastic local teams, which include sound operators, mixer operators, show callers, lighting operators, camera operators and editors.



### VIDEO

LED screens, projectors, switchers, video desks, mixers, cameras, streaming, photography and edition.



### AUDIO

Audio mixers, D&B or similar, speakers, microphones of different types for conferences, meetings and concerts.



### LIGHTING

Lighting mixers and all your lighting equipment from Fresnel's to moving heads and gobos.



### RIGGING

We can also provide riggers and a complete plan of rigging and trussing to ensure your event will have the needed structure for your Av equipment.

# OUR UNIQUE VISION · AV · TABBLE MAPPING



Please click here to see the video in your browser: [Wella Master Mapping](#)

# OUR UNIQUE VISION · STAGING

## STAGING SOLUTIONS

We will seamlessly realise your ideas to the highest possible standard, from renderings through to the final stages. With the help of our trusted partners, professionals of the highest quality, specialised in 4D, 3D and 2D CAD design, we can fully integrate state-of-the-art audio-visual technology into the designs, creating a streamlined synergy between these separate disciplines.



### RENDER

Our designers create 4D, 3D and 2D renders to show the scenic and stand design adapted to your chosen venue.



### MATERIALS

We take care of materials before, during and after the set-up on the event, ensuring top-quality execution and reducing the overall carbon footprint as a result.



### INTEGRATION

We harmoniously integrate cutting edge technology into constructions, achieving a great balance between digital and physical materials.



### BUILDING

From design to reality, our trusted carpenters and specialists will realise your ideas, building your stage, stand or furniture with efficiency and impressive attention to detail.

# OUR UNIQUE VISION · STAGING



## STANDS

We pride ourselves on offering an incredibly high standard of creative architectural design to all our events, such as for trade fair booths and product launches.



## PIPE & DRAPE

From monochrome to bright colours, we can dress your event with curtains and custom Pipe & Drape systems.



## BACKDROP

Breath-taking creativity for your stage set up, including customized screens, 3D lettering, and exciting lighting.



## FLOORS

In collaboration with our fantastic suppliers, we can offer a dazzling selection of materials and finishes for flooring, even integrating technological elements into the design.



## SIGNAGE

Factor 3 expertly oversees the designing and printing of professional signage of the highest quality, be it large or small.



## TENTS

Be it a marquee, a pavilion or even a yurt, we can provide all manner of structure to suit your every need.



## FURNITURE

Every event has its own uniquely distinct character, that's why we pride ourselves on our fantastic partnerships with designers, suppliers and manufacturers, guaranteeing memorable décor.



## DECORATION

From classical elegance to hi-tech futuristic sophistication, we are able to fabulously realise every decorative element with the utmost finesse, creativity and attention to detail

A high-angle, black and white photograph of a large crowd of people at an event. The crowd is densely packed, and many people have their arms raised in the air, some holding up phones or cameras. The air is filled with a thick layer of small, rectangular pieces of confetti or paper, creating a dynamic and celebratory atmosphere. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the texture of the confetti and the movement of the crowd.

# OUR UNIQUE VISION

## SUSTAINABLE SOLUTIONS

# OUR UNIQUE VISION · SUSTAINABLE SOLUTIONS



## SUSTAINABLE, ECOLOGICAL MERCHANDISING

We provide elegant, uniquely customised products, sustainably made and sourced from trusted ecological suppliers, like PET bags, recycled notebooks and seed pens.

## SMART RECYCLING – ECO STAGING

We work together with companies who help us in drastically reducing our carbon footprint wherever humanly possible. We are proud of our affiliations with companies like *Demano* who re-use materials, for example from staging, backdrops and signage, to create sensational totes, bags and wallets, the ideal gift for the speakers or VIP guests at your event. As a rule we strive to work with suppliers with a sustainable ethos, who recycle and are aware of the impact their production processes have on the planet.



## SOCIAL VALUE

With the aim of helping those who are vulnerable and in need, we invite our clients to work with catering companies who give all surplus food to NGO's and cooperative organizations who provide support to invaluable social institutions, such as foodbanks etc.

Additionally, we offer fantastic and equally progressive catering companies, whose mission is to and promote the social integration of people from vulnerable groups, dramatically improving their quality of life.

Working in this way does so much to create value in these fantastic organisations, as well as in local society.



# OUR UNIQUE VISION · SUSTAINABLE SOLUTIONS



## ORGANIC PRODUCTS & KMO ETHOS

We endeavour to reduce the carbon footprint of the products we use, preferring to work with fabulous local suppliers, who use products of the absolute highest quality, sourced ethically and seasonally from as nearby as possible.



## REDUCE PLASTIC

Wherever humanly possible we aim to use sustainable plastic alternatives, such seed paper. Additionally, we are in the process of phasing out the use of the ubiquitous plastic bottle, replacing them with water dispensers, and non-throwaway bottles.



## SUSTAINABLE BUILDINGS AND WALKING DISTANCE

We prefer to offer venues and restaurants that lie at a comfortable walking distance from your hotel, in order to avoid extra transfers. Similarly, we take great care to ensure that every venue, restaurant and hotel is aligned with our policy and general ethos on sustainability.



# REFERENCES

OUR CLIENTS TALK

## OPUS AGENCY

As a U.S. company who has worked with multiple DMCs throughout the world, I need to let you know just how great it was to work with Factor 3 Events!

When our client originally came to Barcelona, she initially met with another DMC. However, she didn't feel like the venue recommendations were what they were looking for.

Upon contacting Factor 3 Events she instantly engaged with your company, and you rapidly and expertly identified the best venues for the project, providing an impressive selection of fabulous options! From that initial meeting, and throughout the preplanning and execution phases, everything was absolutely flawless! It was abundantly clear that you went out of your way, in every respect, to deliver an event of the highest calibre.

In short, the service at Factor 3 Events was exceptional and seamless, and your staff was an absolute joy to work with. The high level of professionalism we experienced made the project run incredibly smoothly, and in particular we greatly appreciated the round-the-clock communication updating us on any changes, and by the clear-cut transparency of your budgets and ease of your processes in general. We cannot thank you enough for all that you did for us!

**Kim Williams**  
OPUS Agency



Working with Factor 3 Events on this run-up to the complex kickoff event for our client was seamless. Communication was effective, all inquiries addressed and questions answered in a timely manner. Despite the multiple channels involved, we did not miss a beat. Factor3 made tough decisions seem simple too. On site, the Factor3 team were present on the set-up and live event day, start to finish. We executed a flawless walkthrough with the client, and the team was always ready to help with any last minute requests, such as multiple kosher meals requested on site to be delivered in minutes ... and post event: I have already received my final invoice. This makes reconciliation so much easier for me which is extremely appreciated as I move into my next events.

For our two internal team receptions, the Factor3 team and I made quick decisions allowing us to wrap up these dinners far ahead of onsite dates. I got all of the answers that I needed within days. We were able to customize menus at both venues, which the client was very happy about. The clients cannot say enough great things about these two dinner events. I am so grateful for Factor3's help in making these such a hit.

My Factor3 team were true professionals and extremely good at what they do, and always had a smile on their face. Their quote was "how can I help", and it put me truly at ease throughout these events

Thanks again and looking forward to future events with Factor3.

Colleen Healy  
Touch Associates

# OUR CLIENTS



It is hard to find a trustworthy, sympathetic and loyal partner in this business – but if you have one, you should go for it. Within the last 7 years we have been working with Factor3 on many events – incentives as well as big events for our clients out of the automotive business. Apart from their creativity and manpower – they do know, how to arrange whatever is necessary even with spontaneous changes. (I) am looking forward to our next projects and please do not hesitate to get in contact.

**Barbara Braschoss**  
Pure Perfection



I wanted to say what a pleasure it was to work with Factor 3 and both of you individually. Nothing was ever too much trouble for you, you dealt with the multiple countries and multiple requests with ease, grace and with such support. It felt like you were all part of our own team, not a 3rd party supplier. It is rare to get that these days and I certainly haven't had that for a long time. You have helped deliver one of the most successful European Symposiums the client has had and for us, ensured we had nothing to worry about on the periphery while we delivered this event.

**Lex Buttler**  
Wolf & White



We've worked with Factor3 over the past three years running a technical user conference for 2000 delegates. Factor 3 have proved to be an excellent local partner in many aspects of the event, especially creative design and logistical precision and we would not hesitate to recommend them. We will certainly work with them when the opportunity arises in the future. If you need anything further please don't hesitate to get in touch.

**Catherine Hills**

Events that Matter

 JACK MORTON

The logo for Jack Morton, featuring three stylized circular icons followed by the name 'JACK MORTON' in white capital letters on an orange background.

I have worked with Factor3 for over 5 years, procuring their services across the range of hospitality support, from ground transportation, hostesses, hotel booking to local resourcing. Toby and Monica both go beyond their remit and using their local knowledge always add a little bit of magic and sparkle to each event! I have worked with them in Barcelona, Madrid and Mallorca. They are my go to people.

**Noreen Clifford**

Jack Morton



I have worked with Toby and Factor3 on so many occasions over the years and there are many reasons for this. Factor 3 are my first point of contact when planning projects in Spain. It's so great to work with a team that bring the kind of production values and professionalism that one comes to expect of trusted partners and is always harder to find outside the UK.

Since Factor3 is made up of such a talented mix of individuals they have the local knowledge, contacts and above all creativity not only to respond to a brief, but think beyond it and provide much much more. Its not just about that, they add value to what is delivered at every turn and also provide you with peace of mind.

A Destination Management Company has too bad a name in my book so I would never describe Factor3 as this, rather I see them as the most trusted and reliable partner to work with in Spain. Factor3 is true enabling partner in event delivery - if you think you know what their areas of expertise are it's worth asking them again, because they can support events in so many ways.

**Ben Hawkins**  
George P Johnson

We hope you enjoyed reading this presentation as much as we did creating it.

Send us your feedback so we can tailor it even further for you!



### **Creative Destination Management**

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