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## **Corporate Holiday Parties: Last Minute Tips to Ensure Success**

*Extend the experience from the doorstep to the venue, guarantee attendance, ensure participant safety and prevent major headaches*

**New York, NY: December 06, 2007** – Valera Global, the premier provider of executive transportation solutions, offers last minute tips to ensure successful corporate holiday events. As 2007 draws to a close, corporate event planners across the nation are eagerly anticipating their holiday parties. The venues have been secured, invitations have been sent and food and entertainment are on the agenda. Corporate events, whether an intimate gathering or a massive company-wide celebration, offer guests an opportunity to unwind and celebrate. At the same time, corporations are hoping to make a lasting positive impression on employees, partners and customers.

Valera Global offers some advice to ensure that the corporate celebrations are successful, entertaining and safe for all participants through professional executive transportation.

- **Start the event from the doorstep.** Offering transportation to and from an event ensures that guests will arrive on time and avoid travel blunders that can sour an event. Transportation services can also be part of the party theme or branding – guests can be greeted with holiday music, decorations and even a gift presented in the chauffeured car to help get revelers in the mood for the festivities to come.
- **Stay on schedule.** By hiring a transportation service to pick up attendees at a specified time, you can ensure the event starts on time (and ends on time). This helps keep the event on schedule and prevents unexpected charges for overtime, extra service or labor costs at the venue. Most transportation vendors can also provide on-site dispatchers if the situation calls for it.
- **Provide door-to-door service for VIP guests.** Especially in large cities, public transportation may not deliver guests close to the venue. Booking a transportation service prevents the hassle of walking from public transit to the venue, especially in inclement weather. Plus, those who might be tempted to take their own cars avoid parking problems.
- **Execute a multi-location event with ease.** Starting the night with drinks, followed by dinner at a different location? Relying on public transit to get people from place to place can create unwanted delays, aggravation and even the possibility that some guests lose their way. Hiring a transportation provider guarantees everyone arrives at each location on time and intact.
- **Assure your guests' safety at the end of a long night.** Don't rely on designated drivers to transport guests safely home after a night of celebrating. A transportation service guarantees attendees arrive home safely and without incident. This also helps to protect both guests and the

host company from harm. Guests with special needs can also be accommodated safely and easily.

- **Chose the right transportation provider.** If you want to create a unique experience for your guests that starts the minute they embark on their journey, seek out a transportation company that can represent your brand as well as getting passengers from point A to point B. Valera Global specializes in creating customized experiences for event transportation and discerning individual travelers. The company's Special Events department provides one-on-one support to event planners to help them create, and executive, memorable experiences for their clients.

Robert Mackasek, CEO of Valera Global, said "For holiday guests, getting to the event should be as entertaining and enjoyable as arriving at the venue itself. By booking private transportation for guests, corporations ensure that attendees arrive on-time, relaxed, and in the mood to celebrate. Valera Global collaborates with corporate meeting planners year-round on creating transportation experiences that set the tone for the event to come."

### **About Valera Global**

Valera Global provides executive transportation solutions in major U.S. cities and European destinations. Founded in New York City in 1987, Valera Global is known for its one-of-a-kind chauffeur training program that stresses safety, attention to detail and customer service. The company's tiered services give clients maximum flexibility when it comes to selecting vehicles and even preferred chauffeurs. Valera Global is the transportation solution of choice for Fortune 500 executives, celebrities, political officials and other high-profile businesspeople. Honored by the International Taxi & Livery Association (ITLA) for its positive work environment and high chauffeuring standards, Valera Global is the transportation provider of choice for the driven professional. For more information on Valera Global, including the company's special event services, please visit [www.valeraglobal.com](http://www.valeraglobal.com).