



FULL OF **VERVE**

MIXING ADVENTURE WITH LUXURY LIFESTYLE,
VERVE RALLY IS RESHAPING THE BOUNDARIES OF
THE LUXURY CAR RALLY.





“We are also Europe’s first rally to be truly carbon neutral.”

What is the concept behind Verve Rally?

Cars can be admired in the garage but that’s not what they are built for, they’re to be enjoyed on the open roads. Driving while the skies are grey or at 20 miles an hour in London traffic is not as charming as a European adventure.

Europe’s mainland has the warmer weather and inspiring roads, and I struggled to find a rally that didn’t glue you to the wheel. With many years of major events experience, including a Guinness World Record for organising the most people at a business speed-networking event, I decided to launch my own rally with co-founder Marcus. Or as I like to put it, have some fun with cool cars.

Imagine bright blue skies, pleasant summer breeze, beautiful scenic roads and luxury accommodation waiting for you each evening where you can rest, relax and catch up for a few drinks with like-minded people.

You co-founded the business with your husband, Marcus. How do you share roles?

Marcus and I met through work and we’ve worked together for years in different capacities but always in complementary roles. My focus is on the people side of the business, whereas he takes care of the branding and systems side of the business. Between us, we have more than 20 years’ experience in running a full range of large-scale sold out events, right down to intimate business workshops.



What can one expect on a Verve Rally Tour?

- A nine-day experience of a lifetime
- Luxury accommodation throughout including breakfasts
- Visiting nine cities in six different countries at a leisurely pace
- About four hours of drive daily (many days it’s two hours to the next spot for lunch, two hours from lunch to the next town)
- Driving through scenic routes
- Capturing the beauty of the ocean and the mountains of the Gotthard Pass
- Time to relax, go for a spa or have a massage
- Meeting fellow travel and car

enthusiasts

- Pre-rally mingling – summer parties and events in private members clubs)
- Welcome dinner and awards night

What differentiates Verve Rally to other companies providing a similar experience?

There are plenty of rallies that focus on speed and racing. We are more focused on the relaxation, fun and adventure that each beautiful city we visit offers. Verve Rally has developed a six-element approach to travelling by road. The six elements that the rally is woven around are: Earth, Water, Air, Fire, Metal and Spirit.

We are also Europe’s first rally to be truly carbon neutral. We actually plant trees through the PATT Foundation to offset the carbon emissions of the entire rally. A large part of the

ethos behind the rally is appreciating the natural world, so we have a commitment to preserving it and reforestation.

What is the cost of your experience?

We have organised the accommodation in luxury hotels and chateaus, secure parking, breakfasts, routes and suggested itinerary for participants making it hassle-free. Two dinners are included, however we have kept the itinerary fairly flexible as at times people may want to have a salad and at other times they may want to enjoy a five-course meal. There are many surprise events along the way. The true value of this experience is in memories that you create; however we are currently accepting bookings for an investment of £2470 per person.

How do you choose the destinations?

We wanted a rich combination of locations to visit; like the Champagne capital of France, Reims; the gastronomic capital of France, Lyon; the coastline of the French Riviera, Nice; the fun in Monaco; the beauty of Lake Como; the view from Lucerne; to the magic of the black forests of Germany; and the charm of Bruges. We've had experts on the ground that have designed a route for us and have tested and timed these routes.

Your first rally will be taking place at the end of July. What's the schedule and how many cars are you expecting to join the rally?

The first rally starts from 30 July to 7 August, and is designed to be an intimate group with a maximum of 20 people (10 cars) participating. Quality of interaction is the important part rather than the quantity. Research shows that it takes a person three times to meet you in a short space of time for them to know you, like you and trust you. When the rally size is large it's more difficult to build a rapport and deep relationships with the people in the group. At Verve, we ensure that you have enough time to interact with others and broaden your peer network.

How have you marketed the first rally and got customers on board?

The best business is the one you attract through word of mouth. We have a good network of friends who run businesses, people we know who are leaders and top executives in companies, and overall interesting people. Besides this we have engaged in a few marketing activities, which have generated many good referrals.

What other rallies do you have planned for this year?

Due to popular demand we have another rally from 3-11 September. There are some celebrities joining us and it is going to be a fun group of driven individuals and couples wanting to share an incredible holiday and do something different.

What is the five-year plan for Verve Rally?

Verve means enthusiasm. Whatever I do, I give it my 100% – unless it's donating blood! With each year, Verve will bring more joy and fulfillment in the lives of its clients, be a well sustained business and help the world re-forest through planting trees. ●

BRAND VALUES



In the first in a new series of articles on brand building, Vaishali Shah, founder of Creative ID, a graphic design and marketing consultancy, tells us the importance of building a personal brand.

YOUR PERSONAL BRAND

What is a personal brand and how is it relevant to your business? A personal brand is not so much about the products and services you offer, but rather about how you are perceived by others; your personality, individuality and style; all of which add to the overall appeal and impact of your business. Here are five tips on how to create a personal brand that is congruent with your business brand.

● CORE VALUES

Your personal brand should be an authentic representation of what you and your business stand for and the quality of what you offer.

● LIVE YOUR BRAND

Be an asset to your business; reflect your personal brand in a business context and also in your lifestyle. How you project yourself and how others perceive you should be true to your brand.

● CONSISTENCY COUNTS

Be consistent in delivering the quality of products and services your brand represents; this will create trust and build loyalty.

● COMMUNICATION THAT REFLECTS YOUR BRAND

Whether it is verbal communication or via email, your website or social media, decide on a tone that is consistent with your brand and maintain it throughout all forms of communication.

● HARNESS THE POWER OF SOCIAL MEDIA AND NETWORKING

Establish and maintain a professional online presence on all your social media sites. Building a wide business network helps to create awareness of your personal and business brand and generate business.

For further information about branding and design, please contact Vaishali Shah:

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