



# Exclusive Childcare for Salesforce's Global Event Peak Performers: Case Study of Baby Sisters



## Project Overview

BabySisters, a premier childcare service provider in Portugal, faced a formidable challenge when selected as the exclusive childcare partner for Salesforce's prestigious Peak Performers event, held from June 16 to 18 at the luxurious Penha Longa Resort in Sintra. Renowned globally, this event demands the utmost in quality and service due to its significance and the discerning nature of its attendees—Salesforce's top sales performers and their families from around the world. BabySisters needed to not only meet but exceed the high expectations set by previous events hosted in other countries, demonstrating their capability to manage complex childcare operations under intense scrutiny.



## Event Overview

The Peak Performers event is an exclusive gathering organized by Salesforce to celebrate its top sales performers. Designed as a reward for their outstanding achievements, the event offers a luxurious, family-friendly experience. Over the three nights, BabySisters managed childcare for more than 50 children simultaneously, providing a safe and engaging environment that allowed over 400 participants to fully engage in the event's activities.



## Role of BabySisters

As the exclusive provider of childcare services, BabySisters was tasked with operating three simultaneous environments: a Nursery for children aged 0-3 years, and two themed Kids Clubs—Camping and Disco Party—for children aged 4-12 years. These setups were part of an extensive program that included more than 20 different activities conducted simultaneously over the three nights, catering to varied interests and

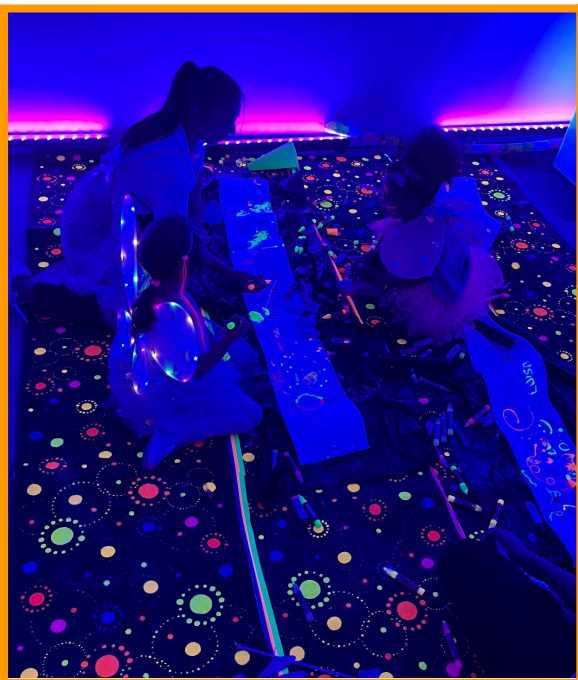


age groups to ensure a stimulating and enjoyable experience for all children.

## Preparation and Planning

BabySisters' preparation for the Peak Performers event involved meticulous planning and close coordination with Salesforce, the Penha Longa Resort, and various suppliers of sound, imaging, and materials, over approximately five months, ensuring every detail was meticulously addressed to cater to the attendees' needs.

## Creative Activity Design and Execution



BabySisters was responsible for the entire activity schedule, ensuring each session was well-organized and aligned with the event's overall timeline. BabySisters designed and executed a comprehensive suite of activities, ensuring each was well-organized and aligned with the overall event timeline. The variety of arts and crafts, educational games, interactive play sessions, and thematic parties kept the children entertained and actively engaged. The decorations set a vibrant and welcoming tone, enhancing the thematic experience of the camping and disco environments.

On the day of the event, BabySisters deployed a well-coordinated team of approximately 40

certified babysitters and experienced coordinators to manage the childcare services.

**Nursery Services (0-3 years):** The nursery area featured safe, stimulating toys, comfortable sleeping areas, and attentive caregivers, along with cribs, strollers, designated sleeping areas, and feeding stations.

**Kids Club (4-12 years):** The Kids Club offered a range of activities, including arts and crafts, games, and educational sessions designed to keep older children engaged and entertained throughout the event.





## Safety and Protocols

A crucial aspect of BabySisters' service was the emphasis on safety and adherence to strict protocols. All areas were equipped with the latest safety features, and every nanny and babysitter employed was trained in pediatric first aid, with professional backgrounds in education or health care. This ensured not only fun but also a secure environment for all children.

## Outcome

The event concluded with a 100% satisfaction rate from parents and guardians, reflecting the seamless integration of fun, educational, and safe childcare solutions provided by BabySisters. This achievement has further cemented BabySisters' reputation as a leading provider of childcare services in Portugal, capable of handling large-scale, international events with a commitment to excellence and reliability. Lory Acevedo from Salesforce praised the coordination, stating, "Thank you again for such a great night. Your coordination was wonderful and really kept it



all together and on schedule. We really appreciated it! Babies are very needy and one sets off the others so that really takes up a lot... your nannies and coordinators are wonderful." This feedback underscores the high level of service and care provided by BabySisters, which contributed significantly to the overall success of the event.

## Summary

In summary, BabySisters' involvement in Salesforce's Peak Performers event showcased the company's exceptional capability to provide high-quality, secure, and engaging childcare under the spotlight of a global stage. Key achievements of this case study include:

- **Service to Over 400 Attendees:** Ensuring a seamless experience for the parents and guardians among the over 400 attendees at the event.
- **Care for More Than 50 Children:** Managing more than 50 children simultaneously each night, across multiple themed environments.
- **Successful Execution of 20+ Activities:** Implementing over 20 different activities across three nights, tailored to engage and educate children of various age groups.





- **100% Parental Satisfaction:** Achieving a perfect satisfaction score from parents, highlighting the trust and confidence placed in BabySisters' services.
- **Comprehensive Safety Measures:** Maintaining the highest standards of safety with trained professionals skilled in pediatric first aid and with backgrounds in health and education, ensuring peace of mind for all parents.
- **High-Stakes Challenge Met:** Demonstrating BabySisters' ability to meet and exceed the high expectations at an international event renowned for its prestige and scale.

This event not only reinforces BabySisters' position as a leader in the childcare industry in Portugal but also illustrates its capability to expand and excel in handling high-profile, international events, providing an exemplary model of childcare excellence in corporate



settings. To conclude, Margarida, CEO & Founder of BabySisters, reflects on the event's success, "This event was not just a test of our ability to manage large-scale operations; it was a showcase of our dedication to excellence in childcare. The overwhelming positive feedback from Salesforce and the event attendees strengthens our resolve to continue setting the standard for childcare services worldwide. We are proud of our team's performance and inspired by the possibilities ahead."