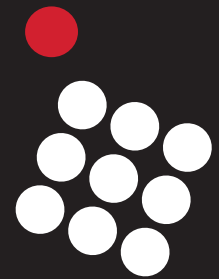


# 5 Tips to Help Make Your Incentive Program Successful



There's incredible value in providing motivating and exciting travel experiences to keep your sales professionals engaged to hit goals and impact your business's success. Aside from increased revenue, your team becomes stronger when they connect to relax and celebrate their achievements together.



Make the most of your incentive experience with these five tips:

## 1. Where you go matters.

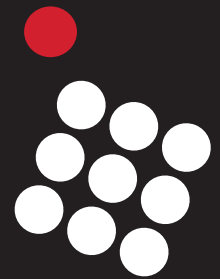
Keep your audience in mind when selecting the length and destination for your incentive experience. Incentive program participants rank the destination as one of their strongest motivating factors for participation, and the destination has the most impact on making the experience memorable for them. Would they prefer an all-inclusive tropical destination as a welcome winter getaway? Or, do you have a lot of sales professionals who are well-traveled and prefer high-end luxury in an exclusive destination? If the majority of your sales force qualifies for the program every year and it has become predictable, you should change it up to create new excitement.

## 2. The worst incentive is a silent incentive.

Launch the incentive program as early as you can, sharing as much detail as possible. Get your sales professionals excited and keep them excited. Host a fun kick-off party that's themed around your incentive destination. Communicate program details on a regular basis through email reminders, signs, themed gifts, and progress reports. Sending themed gifts related to the contest and program to homes for their spouse to see creates excitement and additional motivation for your sales professionals.

## 3. Give both free time and face time.

Incentive experience winners want to maximize their leisure time while enjoying their reward. But, they also value the opportunity to connect. Winners appreciate networking and having fun with their executive leaders during incentive trips. Make your attendees feel welcome from the get-go by hosting a welcome reception for everyone to connect and consider other opportunities for networking such as a dinner or group activity. You want to provide your winners the flexibility to enjoy their time relaxing, but also give them suggestions of things they'll enjoy doing during their free time.



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## 4. Make memories.

Create a memory by experiencing the destination together. Host an offsite dinner in a unique local venue, take an adventure activity, go on a sailing or boat cruise, or try out a cooking class or other local cultural experiences. How about feeding, riding and bathing elephants in Thailand or helicoptering over glaciers in Canada with a picnic along the river? Incorporating elements into your on-site events like locally authentic cuisine, entertainment and décor that reflects the sights and sounds of the destination is a great option too.



## 5. Do something good.

It's becoming more common for companies to incorporate corporate social responsibility (CSR) into their incentive travel programs. A CSR activity provides unique, meaningful and memorable experiences for your attendees, all while giving them the opportunity to actively engage with the locals and develop a deeper understanding of the destination. Plus, it allows everyone to interact and work together closely achieving a sense of team accomplishment and feel good individually about helping others.

Determine an appropriate CSR initiative for your attendees by surveying them on the types of activities and causes they are most interested in, while keeping the needs of the particular destination you are visiting in mind. Some examples of CSR activities are painting a school, donating books or school supplies, helping build a playground, packing supplies for families in need, planting a garden and more.

