



**“Secrets of Successful Incentive Programmes.”**

**CAROLYN DOW, the Dow Consultancy**

SITE established the Crystal Awards in 1980 as a means to recognise the unique blending of objectives and imagination that enable motivational programmes to be successful in achieving business objectives. This allows SITE to accomplish two goals simultaneously – the Crystal Awards serve as an important reminder of the benefits an effective performance improvement programme can provide to our clients, while also allowing SITE to reveal how the goodwill and creativity that our industry generates can translate into dynamic results.

Many companies use incentive or motivational travel as a tool to increase sales, to improve market share, to introduce new products or to reinforce loyalty. This session will examine some of the award-winning programmes of recent years, and show how creativity, delivery, and an understanding of business objectives enabled companies to achieve and surpass business goals. Learn how one company achieved a 20% growth in market share, another measured a 36% increase in sales, and a third experienced a 106 to 1 return on investment. These are the proof that incentive campaigns work!