



TRAVELIEER



Travelieer

Award Category: Excellence in Incentive
Travel: Latin America & Caribbean

Program Name: Immunotec's Life 2018

Client: Immunotec



site

Crystal Awards
RECOGNITION PROGRAM

2019

Immunotec is a Canadian direct selling company offering product lines around health, well-being and beauty with a host of science-based products. The company has patents in the United States, Canada and other countries. They operate in Canada, United States, Ireland, UK, Dominican Republic, Guatemala, Mexico and Colombia.

Immunotec offers its independent consultants a chance to achieve their financial objectives through multi-level marketing strategies. Each year an incentive trip is launched, named "La Vida Immunotec." The program offers consultants a chance to earn credits based on sales and recruitment of new consultants towards the annual incentive trip.

For 2018 the city of Bogotá was chosen for the annual trip. There were 1,050 winners for this adventure. Travelieer recommended a back-to-back trip, rather than bringing everyone in at one time. The challenge was bringing so many people to one destination from so many different countries. Another challenge was management of the group's budget because of the variations of the U.S. dollar against the Colombian peso. To help, Travelieer contacted the ProColombia tourism board, which offered the group some complimentary entertainment during the closing dinner.

Immunotec places their consultants and employees together for this trip to create a work environment based on teamwork and the achievement of shared goals. This is exactly what they intend to achieve by hosting these incentive trips—to create a culture of integrity, respect and trust between all their consultants, and to motivate the Immunotec family to keep growing and expanding, at the same time creating stronger bonds with the company and between each other. In the survey results at the end of the trip, 93% of the participants declared that they felt highly motivated to win the 2019 trip as a result of this well-organized trip.

