President’s Pen

Inspired…Outstanding…Superior…These words describe not only the Site Crystal Awards competition but also the programs that our winning entries design for their clients to achieve solid business results. In today’s ever-changing corporate climate, motivational experiences professionals know the importance of not only creating top-notch, original programs but also delivery. No one can deny the power that truly exceptional motivational experiences have to improve employee morale, dedication and performance which improve a company’s bottom line.

Site is pleased to announce the winners of the 2009 Site Crystal Awards Recognition Program; I invite you all to read about the key programs that highlight our industry’s best efforts. Seven winners are recognized in the following categories:

- Most Effective Use of a Motivational Experience for a Strategic Business Solution
- Exceptional Motivational Travel Award Program
- Outstanding Motivational Experience
- Sustainable Motivational Experience

Special thanks to IMEX as our Crystal Awards sponsor along with our judging panel and, most importantly, our industry colleagues who design, develop and execute these programs that encourage us all to be creative and inspired in our roles as motivational experiences professionals.

Patrick Sullivan
Site President

Judges

Site established the Crystal Awards in 1980 as a means to recognize the unique blending of objectives and imagination that enable motivational programs to be successful in achieving business objectives. Incentive campaigns, special/motivational events or promotion campaigns held between 1 June 2008 and 31 May 2009 were eligible. Entries were evaluated by an independent panel of judges in the areas of return on investment, creativity and mechanics, and other relevant criteria relating to each category.

The 2009 Site Crystal Awards judging panel was composed of individuals well-versed in the field of motivational experiences.

Judges evaluating entries were:

- Maureen Brennan
  Incentive Connect
- Krzysztof Celuch
  Polska Organizacja Turystyczna / Polish Tourist Organization
- Tyler Davidson
  Meetings Media
- Sandra Eagle
  Meetings and Incentive Travel Magazine
- Lucy Eisele, CITE
  Integrity Incentives
- Adriaan Fourie
  Moyo
- Dale Hamakawa
  H2 Management
- Dries Jacobus
  Borealis DMC
- Bich-Lien Kaldahl
  Continental Airlines
- Daryl Keywood
  Walthers DMC
- Chris Lynn
  Visit London
- Teresa Matamoros
  Mexico Tourism Board
- Robin McLeod
  Kuoni Destination Management
- Andrea Michaels
  Extraordinary Events
- Jacqueline Nieuwoudt
  Impact Incentives
- Tasso Pappas, CITE
  TP Consultancy
- Kevin Regan
  Silversea Cruises, Ltd
- David Sand
  Uwin Iwin Incentives Pty. Ltd
- Geoff Saner
  Creative Incentives
- Sharon Shuford, CTC
  Creative Incentives
- Susan van de Merwe
  Rennies Travel
- Alene Waxler
  Alan Waxler Group
Sometimes it is not a company that is in need of an internal business solution – but an industry. Faced with changing market conditions, World Marketing Group sought to create an educational experience for qualified MICE planners that would be so motivating, guests would choose to participate and share in the investment needed to create a behavior-changing experience during one of the most challenging economic times to date. While it is not uncommon to extend to a buyer the invitation for a firsthand experience of a destination, World Marketing Group took this experience one step further and created the Global University/Business Development Program.

The Global University team, composed of World Marketing Group, Singapore Airlines, Pacific World Singapore, Pacific World Bali and Russian Event, designed the program as a destination-training curriculum focused on infrastructure and how that plays into the selection of future international programs. Three diverse destinations were selected for the program: Singapore, Bali and Moscow. Singapore to highlight a country that employs intelligent design in its infrastructure for MICE groups, Bali to re-introduce a destination still crippled nearly seven years after travel advisories and Moscow to demonstrate its continuing developments.

With the goal of attracting highly qualified buyers willing to transverse 24,000 miles over ten days, the team collaborated on resources to generate excitement for the event. Tools utilized by the partners included an email marketing campaign focused on the destinations, the Singapore Tourism Board’s BOOST program (Building On Opportunities to Strengthen Tourism), and World Marketing Group’s Price Point Primer© and Virtual Sales Call©.

This program also focused on the need to understand what excellence means when selecting program partners. Credentials were presented for each DMC and hotel involved on the tour. Convention bureaus and tourism boards provided briefs on short and long term projects related to the industry. And in a unique opportunity, attendees visited the Singapore Airlines headquarters (for the first time ever) and experienced food preparation processes, cabin crew training facilities, and evacuation and water landing procedures. Also included was a review of additional services and products available to incentive houses and end users along with a special meeting with the Senior Executive Vice President of Singapore Airlines.

The visits included traditional icons and new developments. Participants dined on local specialties and were escorted by professional guides at all times so they could continually learn about historic places and points of interest. In addition, sustainable initiatives were highlighted and each supplier pointed out their contribution and their country’s efforts toward communities and global warming. The program also pointed out CSR points of interest such as Singapore Airlines’ fleet of aircraft with the lowest carbon footprint in the industry and in-destination facilities of interest like John Hardy’s Green School in Bali.

By providing a university level education, cultural experiences, and interactive exercises the program truly created brand ambassadors for the destinations. The Global University is already promising a strong financial return on investment with requests for proposals for all the destinations involved in the project, which if converted, will translate to significant business 18 to 24 months post program.

Testimonials:
“So many experiences, all of them memorable. The Global University was by far the best familiarization trip I have ever witnessed.”

“In a short ten days I not only learned about, but truly experienced three totally different cultures and countries.”

“I came away with knowledge that I can confidently share with my clients and offer them firsthand enthusiasm about destinations that I had previously never seen.”

Crystal Winner: World Marketing Group & Singapore Airlines
Client: MICE planners
Program: “Global University”
Master Events Combines Luxury and Authentic Indian Culture to Inspirit Continued High Performance

Crystal Winner: Master Events & Designer Incentives
Client: Coca-Cola Enterprises Belgium
Program: “India, Land of a Billion Smiles”

Coca-Cola Enterprises Belgium called upon Master Events to design and execute a reward recognition program to incent managers of a major supermarket chain to increase product sales. The main objective of the reward program was clear: to motivate participants to continue their strong sales efforts. The beverage giant was direct in stating the desire to give the winning (AD Delhaize) managers an adventure they would never be able to have on their own, to find a destination a little off the beaten path, to showcase the true culture of the selected location and to involve the winners with that culture. This experience would stand to inspire manager efforts put forth over the 2-year qualification period. Coca-Cola Belgium gave Master Events and Designer Incentives the mission of making this motivational trip a reality. Together, they identified the perfect location and created a motivational environment to inspire the participants to the same level of performance in the future.

Master Events and Designer Incentives combined a VIP feel with opportunities to experience local culture. India was chosen as the destination because it is a country of contrasts: guests can feel like one of the royal Maharajas and also learn about the lives of everyday people. Careful planning was devoted to every detail so that the participants would be entertained at every step. The trip was a constant array of memorable activities. In Bombay, the guests witnessed many of the traditional aspects of Indian life. They spent time with the Dabbawallas, or Lunch Box Carriers, who distribute 200,000 lunch boxes to offices all over the city each day. The winning managers also were introduced to Bombay’s unique “open laundry” system, a method that is unique to that city and has been in existence for generations.

At the Osian Camel Camp, the guests were treated to a uniquely Indian luxury experience. The group was transported by motor coaches until a surprise “breakdown” occurred in the middle of nowhere. Suddenly, the managers were greeted by a marching piper band, and Jeeps took them the rest of the way to their opulent tents. Perhaps the best example of the mix of a VIP feel with everyday Indian culture occurred in the Jodhpur area. There, the participants were invited into the village of the Bishnoi, who are perhaps the world’s first environmentalists. The Bishnoi shared their beliefs of preserving animal and plant life, and the guests were able to participate in the community’s traditional opium welcoming ceremony. The same city was host to the magnificent gala evening, held at the Umaid Bhawan Palace. There, everyone danced the night away in traditional Indian garments tailored just for them.

Master Events and Designer Incentives overcame several challenges to ensure that the trip was truly a one-of-a-kind experience. It was very important to Coca-Cola that only its products be served during the entire trip, so the team worked with local vendors and venues to ensure that Coke products were available everywhere. Master Events and Designer Incentives also worked around two major logistic obstacles. First, the train between Jodhpur and Osian Camp was canceled two weeks before the event. The team improvised, coming up with the surprise “breakdown” and appearance of chauffeur-driven Jeeps to preserve the extraordinary nature of the experience. Second, the final gala was originally planned to be held at the Meherangarh Fort, a 15th century landmark owned by the royal family. Unfortunately, a stampede forced the fort to close the morning of the event. Master Events and Designer Incentives were able to secure an equally splendid venue, the Umaid Bhawan Palace, at the last minute and recreate the gala to the last detail at the new location.

The rewarding travel program attained Coca-Cola Belgium’s vision of a trip unlike anything the guests would ever experience again. The event successfully combined luxury and authentic Indian culture to reward the participants and motivate them towards continued excellent performance. The client was exceptionally pleased, stating that “thanks to your ideas and teamwork and the valuable partnership we established, we all reached the final objectives set by this incentive.”

Most Effective Use of a Motivational Experience for an External Business Solution
Harith Delivers an Icelandic Inspiration
Towards Greater Success

Crystal Winner: Harith Productions
Client: King Pharmaceuticals
Program: “Country of Contrasts”

For King Pharmaceutical’s President’s Club trip, held in Reykjavik, Iceland, Harith Productions set out to produce a one-of-a-kind motivational experience that would propel the pharmaceutical sales leaders to even greater future performance. Harith challenged itself to create a program that would serve as the definition of an excellent incentive trip: an event that winners could not recreate on their own, one that would inspire the participants and produce a significant return on investment.

The King Pharmaceuticals group was treated to a motivational experience that showcased the majesty of Iceland, accelerated business results and contributed to social, economic and environmental sustainability.

Almost immediately, Harith encountered a major obstacle. In 2008, Iceland suffered a major economic crisis. All three of its major banks collapsed, and the entire economy was unstable. Conducting business in a bankrupt country amidst financial turmoil was one of the largest challenges Harith had ever faced, but it tackled the problem and found a solution. The client decided to continue with the plan, and Harith took on the responsibility of reassuring the attendees. It called every winner to share its firsthand experience in the country and the information provided by the Icelandic government, as well as to answer questions if a participant had any concerns.

In spite of the economic troubles, the President’s Club trip was a powerful motivational experience. The theme of the event was “Country of Contrasts,” which compared the many elements of Iceland’s beauty: geysers and waterfalls, glaciers and volcanoes, black lava and green moss. The theme allowed Harith to introduce participants to the beauty of Iceland’s culture and landscape. Each day, the guests participated in activities that truly immersed them into the destination. They snorkeled in the waters above the continental divide and explored Iceland’s underground caves. They toured Iceland’s breathtaking glaciers and enjoyed a traditional Icelandic dinner in a small fishing village.

The gala awards dinner continued the celebration of Iceland. Guests entered the ballroom to find themselves surrounded by impressions of their host country. There were fabric video screens displaying images of Iceland’s scenery, and short videos featuring the land, people, folklore and culture of Iceland. The opulent dinner celebrated Iceland along with the honorees’ accomplishments. Each of the five courses featured indigenous elements, and each course was presented in a manner that allowed the group to “eat with their eyes.” The entertainment dazzled by traditional Icelandic dancers, an operatic performance by famous Icelandic singer Didu and an ice skating duo.

Harith planned and executed the entire experience with environmental and social responsibility in mind. The gifts chosen for the attendees, such as beautiful ski caps knit from Icelandic wool, were all made locally from native materials. Harith took careful measures to reduce the trip’s carbon footprint, including using natural biodiesel-powered vehicles for transportation, working with a certified green printer and partnering with the hotel to conserve resources whenever possible. Perhaps the biggest socioeconomic impact was made simply by holding the President’s Club in Iceland. Despite the financial uncertainty and negative publicity, Harith and King Pharmaceuticals chose to keep the event in Iceland, providing a much-needed boost for local businesses.

The Iceland President’s Club was a resounding success. Harith met all its objectives and was able to accomplish this feat while coming in at USD $135,000 under budget. The once-in-a-lifetime experience will encourage King Pharmaceuticals’ top performers, who accounted for 20% of the company’s sales despite representing only 7.5% of the salesforce, to reach even greater heights in the coming year.
Chocolates Garoto, one of the largest and most respected food companies in Brazil and a subsidiary of Nestlé, organizes an annual incentive program called The VIP Club for its top distributors. This past year, the Chocolates Garoto executives decided they wanted to explore a new, exotic destination: India. India was a bold choice, as this would be the first incentive trip from Brazil to India, and The VIP Club had never been held so far away. Interestingly, the most talked about soap opera in Brazil was a love story based in India that started airing in the beginning of 2009 and had caught the imagination of the country and added to the effectiveness of the incentive campaign. Chocolates Garoto asked Duo Turismo, the Brazilian incentive house, and Creative Travel India, the destination management company, to create a seamless, exhilarating motivational experience. The two companies tapped into the current Brazilian fascination with India to produce a mesmerizing, inspiring trip that enhanced the client’s return on investment.

When Creative Travel India was presented with the initial plan, it became concerned that the program would not deliver the kind of impact the client was looking for. The original program had the feel of a leisure program, with lots of time spent on travel and few opportunities for the participants to really experience Indian culture. Creative Travel India also felt that the original plan would not live up to the guests’ perception of India. The very popular soap opera revolved around a heightened version of Indian culture. The experience needed to match the exuberant images of India that were in the high achievers’ imaginations. After an inspection trip, Duo Turismo and Creative Travel India both agreed that a modified plan was necessary and came up with a revamped program that would provide the necessary “wow factor” to motivate the guests. They collaborated to transform an ordinary trip into a world-class reward with elements that the participants would never be able to experience on their own. At first, Chocolates Garoto resisted, wanting to follow the original, lackluster plan. However, Creative Travel India was able to convince its client of that program’s weaknesses and executed a trip that captured what the VIPs had been watching on their TV screens.

Creative Travel India took every opportunity to provide the guests with a uniquely Indian experience, while being careful to make the trip as much theirs as possible. From the moment they arrived, the Chocolates Garoto group was welcomed and celebrated. Upon their arrival in Delhi, the guests were greeted by a group of Punjabi Sikh dancers and their logo recreated in fresh flowers. The company logo appeared in unexpected places throughout the trip, including the t-shirts of rickshaw drivers and headrests of buses, which excited the honorees. On a day trip to the Taj Mahal, the guests traveled in a reserved car of a train that had been decorated in the company colors. The participants were able to soak in the colors, sights and sides of the Indian countryside as they made their way to their destination.

The Chocolates Garoto distributors experienced India in a way that that no ordinary tourist could. The group stayed at the iconic Umaid Bhawan Palace in Jodhpur and the Rambagh Palace in Jaipur. The guests were treated to the same kind of entertainment the palaces hosted in centuries past—camels, horses, dancers, musicians and elephants. In Varanasi, one of the oldest living cities in the world, they took a boat ride on the Ganges and witnessed the traditional evening prayer ceremony. At yet another historic venue, the Samode Palace, the guests were each given custom-fitted Indian clothing. The women enjoyed a visit by local henna artists, and then the whole group boarded decorated camel carts and arrived at the palace to fireworks and the strains of Indian music. For an even closer look at India’s majestic elephants, Creative Travel India arranged a special polo match, where the travelers themselves were able to play and ride the elephants.

The VIP Club trip to India produced a very welcome return on experience for Chocolates Garoto. Said the client, “We strongly believe that the ROI from this unique trip is the bonding amongst our key managers and our key distributors. This trip was an important tool for ensuring their productivity in the difficult economic times.” Chocolates Garoto was so pleased with the event that they have already guaranteed that Duo Turismo will handle The VIP Club next year, and the parent company, Nestle, has already booked a trip to India with Creative Travel India. The success of the trip has also benefited the motivational events industry. News of the first incentive trip from Brazil to India has spread, and the success of the program has sparked interest in India as a destination for future groups. For example, 20 Brazilian incentive buyers attended IMEX in Frankfurt, and all of them had heard about the trip and were interested in creating an Indian experience of their own. The VIP Club trip shows how one highly successful program can amplify the reputation of the destination and generate a flurry of interest.
Motivational Hike Empowers Reckitt Benckiser Employees and Community

Crystal Winner: Terra Nova
Client: Reckitt Benckiser
Program: "Reckitt Benckiser Horizonte"

Terra Nova took the idea of a mountain hike and transformed it into a motivational experience that had a positive impact on the participants, the company and the local community. Reckitt Benckiser had challenged Terra Nova to plan an event that included a group hike for 160 participants. Terra Nova was able to overcome the logistical and safety challenges presented to bring the hike to life and expanded the experience to showcase the destination’s beauty, culture and community.

Terra Nova chose the beautiful Drakensberg Mountain Range as the locale for the event and planned a route that would take the guests through the most spectacular parts in Kwa Zulu Natal. Faced with the area’s lack of hotels large enough to accommodate the group, Terra Nova brainstormed an elegant solution: a tented camp at the Mountain Speldour Eco Resort. Terra Nova also arranged for the guests to be able to see South Africa’s amazing wildlife, coordinating a visit to the Tala Game Lodge. Half the group arrived a day early to make their visit to lodge and half stayed a day late to do so, with all the guests completing the hike together. Terra Nova seamlessly handled the additional coordination that having two separate schedules required.

The experience began when the guests arrived at the Tala Game Lodge. Half the group arrived a day early to make their visit to lodge and half stayed a day late to do so, with all the guests completing the hike together. Terra Nova provided the community with employment opportunities by hiring and training locals as guides. Their familiarity with the area enhanced the hike, as the guides were able to provide a narrative about the local environment, culture and customs. The diligence and enthusiasm of the Terra Nova team created a motivational event that the Reckitt Benckiser employees will remember as a once-in-a-lifetime experience. The diligence and enthusiasm of the Terra Nova team created a motivational event that the Reckitt Benckiser employees will remember as a once-in-a-lifetime experience.

The guests were accompanied by 16 guides and eight translators, who ensured that the hikers were safe and happy at all times. Terra Nova provided the community with employment opportunities by hiring and training locals as guides. Their familiarity with the area enhanced the hike, as the guides were able to provide a narrative about the local environment, culture and customs. The diligence and enthusiasm of the Terra Nova team created a motivational event that the Reckitt Benckiser employees will remember as a once-in-a-lifetime experience. The diligence and enthusiasm of the Terra Nova team created a motivational event that the Reckitt Benckiser employees will remember as a once-in-a-lifetime experience.

The experience, especially the inspiring hike, motivated the employees and brought them closer together. Supporting each other through the mountains created a tangible sense of togetherness. The participants were thrilled by the experience and inspired to continue to achieve excellence. The event also contributed directly to the well-being of the local people, providing them with employment, an economic boost and a chance to interact with people from a different culture, an opportunity the Reckitt Benckiser group relished as well. The group hike and the entire South African experience created a powerful sense of community, both within the company and between the visitors and the local people.

Terra Nova took special measures throughout the event to encourage environmental and social responsibility. The experience provided many opportunities for the local people and the guests to interact and included ways for the participants to give back to the local community. In addition to the donation to the school, the group also gave soccer equipment to the local players, most of whom had never even owned their own soccer shoes. Reckitt Benckiser was also able to honor the local chief’s wife with the gift of a cow, which adds to the wealth of the herd. Terra Nova made every effort to respect the stunning South African environment. It used recycled papers and containers, gave a thorough briefing about the local flora and fauna and encouraged the hike guides to share information about the area and its environmental issues and solutions.

Reckitt Benckiser was ecstatic with the results of the program. The experience, especially the inspiring hike, motivated the employees and brought them closer together. Supporting each other through the mountains created a tangible sense of togetherness. The participants were thrilled by the experience and inspired to continue to achieve excellence. The event also contributed directly to the well-being of the local people, providing them with employment, an economic boost and a chance to interact with people from a different culture, an opportunity the Reckitt Benckiser group relished as well. The group hike and the entire South African experience created a powerful sense of community, both within the company and between the visitors and the local people.
SunRise is Sun Microsystem’s global award and recognition program, held every year to honor Sun’s highest achievers, inspire continued high performance in the coming year and strengthen connections between the program participants and the company. For SunRise 2008, Sun partnered with Carlson Marketing to hold an event that achieved all those objectives and also fit with Sun’s corporate social responsibility (CSR) mission. SunRise 2008 was to be rewarding, exciting and environmentally and socially friendly. Carlson rose to the challenge, creating an experience that was the very definition of a sustainable motivational event.

Carlson designed a three-day event that combined rewarding participants with sustainable goals, appealed to an international audience and remained true to the Sun brand. This careful balance was present in every element of the event, starting with the SunRise 2008 brand. It expressed the idea of uniting technology with nature, a concept integral to Sun’s CSR goals, with images of volcanic lava and bamboo juxtaposed with circuit boards and electronic cables. Carlson carried the brand throughout the event, threading it into the website, mobile communications, print materials, staging, décor and gifts.

Carlson elevated the marrying of technology and nature far above a theme. It worked with the two venues (selected to minimize travel) and the destination management company to identify and capitalize on every opportunity for sustainability. The team discussed the goal of reducing Sun’s carbon footprint at every step of the development and planning process. Sustainability kicked in even before participants arrived at the event in Honolulu, Hawaii. On the registration website, attendees were given the option of purchasing carbon offsets from TerraPass to cover their travel emissions to SunRise. 22% of attendees voluntarily participated in the program.

Carlson devised a mobile communications strategy to reduce the event’s reliance on print materials. Participants carried Nokia E71s and used them to read the program agenda, get directions to events and receive important text alerts. Combined with information shared on a hotel TV channel, the smartphone communication system allowed Carlson to reduce the amount of printed materials by 60% and on-site printed signage by 80% compared to past SunRise events. When printed materials were necessary, they were produced using natural, recycled, recyclable or reusable materials.

The SunRise team was able to identify additional sustainable solutions at every turn. Natural materials were incorporated into the program’s events, food and beverage service and décor whenever possible. On the second day, the focus was on “natural” networking and teambuilding activities, such as yoga, tai chi, reflexology and water sports. The participants enjoyed a lunch of handcut greens and local produce, served by local farmers who were able to answer questions about organic and sustainable farming practices. The culminating event was a dinner created by 16 famous Hawaiian chefs, serving local and sustainable foods. During the overall program, every last detail was executed with the environmental impact of waste in mind. Cereal was served in bulk rather than in individual boxes, water stations were used instead of bottled water (a measure that diverted 10,800 bottles from landfills) and food was used as servingware and décor. After SunRise 2008 ended, many utilized materials were donated to local organizations. Furniture purchased for the beach day was given to a local YMCA, the 20 chalkboards that served as menus went to a local school and the greenery and florals went to the Lunalilo Home, a retirement home for Hawaiians.

The team’s painstaking efforts delivered an event that was sustainable, rewarding and enjoyed by all, just as Sun desired. SunRise 2008 received an 8.48 out of 10 on Carlson’s Customer Satisfaction Index and a 100% Net Promoter Score. 95% of participants surveyed rated the event as “excellent” or “good.” In addition, Carlson delivered over USD $60,000 in savings to Sun through measures that also reduced the company’s carbon footprint. Through dedication and creativity, Carlson created an event that provides benchmarks for environmentally friendly practices in motivational experiences today.
Securian Financial Group has a long tradition of serving communities in need through philanthropic and volunteer work. To continue that tradition as part of its African Leaders Incentive Trip, the financial organization partnered with Dragonfly Africa. Dragonfly Africa identified a local orphanage and school, the Ebenezer Child Care Trust, as the ideal beneficiary of Securian’s support and care. It then crafted a motivational experience that allowed the participants to enrich the lives of the children at the orphanage, as well as their own. Securian achieved its goal of contributing to the African community with a program that’s impact endured long after the participants had returned home.

The participants arrived at the orphanage in Livingstone, Zambia with backpacks filled with educational supplies, which they had received in place of the customary room gifts. The Securian visitors were greeted by the more than 300 children, who sang and danced to welcome their guests. The visitors then personally delivered the backpacks to the children. The Securian group was able to engage with the residents on a one-to-one level, reading to the children, playing with them, teaching songs and sharing stories about their lives in their own countries. The participants and the children had an opportunity to expand their worldviews: the children were given an introduction to Western culture, while the Securian employees saw life through the eyes of a Zambian orphan.

In addition to the time its leaders devoted to the Ebenezer Child Care Trust, Securian donated $25,000 to establish a trust that will ensure the continued existence and improvement of the school. The same people who played with the children on their trip will continue to make a difference in their lives through continued donations to the trust. In return, they will receive updates on the progress of the children, establishing a long-lasting connection.

Dragonfly Africa valiantly overcame many obstacles to create the impact this project demanded. Zambia is a Third World country, with limited road and communication networks. Dragonfly Africa used its many years of experience in the region and solid relationships with local chiefs, hotels, tourism officials and suppliers to avoid potential pitfalls. The team circumvented language barriers, transportation challenges and legal hurdles. Zambia has strict policies that Dragonfly Africa had to navigate around to ensure that the program could have the maximum effect. For example, any volunteer work is subjected to vigorous interrogation and there are significant import duties on goods brought across borders. Dragonfly Africa planned for the backpacks of supplies to be purchased in the country and carried by the participants, enabling Securian to provide the orphanage with even greater financial support by saving on shipping costs.

The experience at the Ebenezer Child Care Trust was one that impacted the lives of the children and participants alike. The Securian travelers returned home with a sense of fulfillment and a renewed sense of appreciation for their daily opportunities. The vast majority stated they would have chosen this very human experience over the most elaborate incentive experience. Most importantly, the children benefited greatly from the exchange and will continue to benefit into the future. The $25,000 donation from Securian will help construct a new administrative building, an infant house and protective wall, and the continued donations from participants will support the children as they grow. The African Leaders Incentive Trip accomplished all objectives, engaging employees and upholding the Securian tradition of reaching out to the less fortunate.
Chapter Challenge

Site chapters participated in an incentive program, Chapter Challenge for Crystals, that was open to all Site chapters. The chapter submitting the highest number of entries receives the following:

- $400 USD to be issued to support Chapter expenses or an upcoming meeting.
- One (1) complimentary registration for the winning Chapter President (or his/her delegate) to attend the Site International Conference 2009 in Aruba.
- A press release highlighting the Chapter’s involvement in the Chapter Challenge for Crystals program to be used at the chapter’s discretion.

Site is pleased to recognize the Site Minnesota chapter as the 2009 winner of the Chapter Challenge for Crystals. Congratulations!

Crystal Awards Sponsor

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Site Executive Summit
5 February 2010
Paris, France

ESNEP
9–12 April 2010
Porto, Portugal

Site Nite Europe
24 May 2010
Frankfurt, Germany

Incentive Travel Exchange in Partnership with Site
14–16 June 2010
Las Vegas, Nevada, USA

Caribbean Meeting & Incentive Travel Event
7–10 October 2010
Jamaica

Site Nite North America
11 October 2010
Chicago, Illinois, USA

Site International Conference 2010
4–7 December 2010
Cape Town, South Africa

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Australian Tourist Commission
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French Government Tourist Office
Gallagher/Wold, Inc.
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Green Route Zimbabwe
Group Travel Coordinators (GTC)
Harith Productions
Hello Africa
Hong Kong Convention & Incentive Travel Bureau
Hong Kong Tourist Association
House of Seagram
ICP – Incentive Concept Poland
Impact Incentives
Incentive Consultants
Incentive House Brasil
Incentive Marketing, Inc.
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Maritz Canada
Maritz Travel Co.
Marketing Innovators International, Inc.
Marketing/Tours, Inc.
Marriott International
MCI
Meetings Plus, Inc.
MotivAction, LLC
Netherlands Board of Tourism
Networld, Inc.
Northwest Orient Airlines
Norwegian Caribbean Lines
Osborne Incentive Company
Ovation Group
Ovation Ireland
Pacific Rim Incentives, Ltd.
Pacific World Destination
Pan Pacific/Atlantic World
Party Planners West
Pattie Roscoe & Associates
PGL
Phoenix & Valley of the Sun Convention & Visitors Bureau
Planning the Globe
Premier Incentives
PSS/World Medical, Inc.
Ray Bloch Productions
Roscoe/Cottrell, Inc./Business Incentives
Scottsdale Chamber of Commerce
Shaklee Corporation
Sheraton Corp.
Singapore Tourist Promotion Board
Sun Microsystems
Sunbelt Motivation & Travel, Inc.
Sunquest Incentive Travel
Supertravel Ltd./Graham
Marketing Group/Business Incentives
Sydney Convention & Visitors Bureau
TBA Global Events
THA Group
The Blind Maker, Austin TX
The Breakers
The Extra Mile Company, Ltd.
The Incentive Consultants
The Journeymasters
The Light Group, Inc.
The Meeting Architects
The Passport Company
Thermo King Corporation
Tirol Incentive Service
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Tour de Force
Travel Awards Ltd.
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