2005 SITE CRYSTAL AWARDS
RECOGNITION PROGRAM

Inspired Outstanding Superior
Recognizing the Best of the Best in the Incentive Industry

Learning about effective performance improvement programs, specifically as they relate to the travel industry, is one of the remarkable powers behind SITE. The SITE Crystal Awards Recognition Program, sponsored by IMEX, allows each of us to avoid recreating the wheel and to showcase the programs that have provided meaningful results for our client organizations throughout the world. This program allows SITE to accomplish two goals simultaneously: the Crystal Awards serve as an important reminder of the benefits an effective performance improvement program can provide to our clients while also allowing us to reveal how the goodwill and creativity that our industry generates can translate into dynamic results.

I would like to thank Polo Looser, MCI (Schweiz) AG for serving as Chair and Michael Goldsmith CMP, Las Vegas Convention & Visitors Authority, for serving as Vice-Chair of the 2005 Crystal Awards Committee. Also serving on the committee were Jim Germain, Board Liaison, and Karen Whitaker. This group’s vision and leadership provided the guidance to help make this year’s program a success. Working in conjunction with the SITE Headquarters team, they helped to improve the process, expand the number of entries and increase international participation.

This year I am thrilled to report we received an increased number of international entries for the industry’s most prestigious recognition program and eight of the programs exceeded the high standards required to win a Crystal Award. The 2005 SITE Crystal Award winning programs highlight initiatives that help build customer loyalty, decrease client expenditures and reward outstanding performance. All of these challenges were met during less than perfect economic times and should serve as a shining example of the power that travel incentive programs can offer to a variety of corporations in pursuit of their goals in spite of reduced budgets and other challenges.

I hope you enjoyed the Crystal Awards and educational discussion at the SITE International Conference 2005. Hosting the Crystal Awards at the conference provided our members with a dynamic learning experience that exposed them to new ideas and best practices from ‘the best of the best’ in the industry. In fact, I hope you will be inspired by this year’s winning programs and make plans now to enter the 2006 SITE Crystal Awards Recognition Program.

Bill Boyd, CITE, CMP, CMM
SITE President
Carlson Sets Sail to Increase Exposure for Visa

MOST CREATIVE USE OF AN INCENTIVE PROGRAM TO SOLVE A MARKETING PROBLEM – INTERNAL MARKETING CAMPAIGN

The Visa Preferred Program, a points-based loyalty program designed for travel agency owners and managers, has been building relationships between Visa and the travel agency community since 1996. The travel agency channel processes more than $100 billion USD in payment card transactions annually. This comprehensive incentive/loyalty program was established by Visa to add value to the influential travel agency channel while increasing Visa transactions against Visa’s competitors, namely American Express and MasterCard. No other payment card company offers a long-term incentive program such as this for the travel agency channel that includes air, cruise, tour, and hotel partners.

Travel agencies are rewarded for incremental Visa transactions (based upon growth over previous years’ transactions) within the Visa Preferred Program. Likewise, program members earn award points for various travel agency products when their clients use their Visa card to secure payment of travel. Since 1996, 11,000 travel agencies have enrolled in the program. And, an average of between 70 percent - 80 percent of all award points are redeemed.

Carlson Marketing Group assisted with a recent Visa Preferred Program sweepstakes promotion with Royal Caribbean Cruise Lines. During this sweepstakes promotion, Visa Preferred Program members received member e-newsletters, direct mail or responded to advertisements in trade publications such as Travel Weekly and Modern Agent prompting them to opt-in via a designated Web site. The amount of Visa transactions for RCCL bookings were then calculated for a period of time (1 June 2004 – 31 May 2005). Two lucky qualifying members received a seven-night cruise for two at the end of the campaign. One winner was quoted as stating, “We are excited and honored to be recognized by SITE Crystal Awards! We feel that this honor truly lends credibility and validity to our program in the industry. Thanks!” – Shamba Mueller, Carlson Marketing Group

Visa chose to conduct this sweepstakes promotion as another tactic to be used in successful marketing efforts of their Visa Preferred Program to members. Carlson Marketing Group was chosen to conduct this promotion from start to finish.

Royal Caribbean Cruise Line’s Visa transactions saw an incremental increase of over 12 percent during this sweepstakes. The promotion proved to be a success with a 65 percent member opt-in rate (of members who book cruises on the Royal Caribbean) and a 19 percent increase in click-throughs from member e-newsletters to the Web site. It met program objectives of gaining incremental revenue, built brand through active member engagement, and differentiated Visa from the competition.

Crystal Winner: Shamba Mueller, Carlson Marketing Group, Minneapolis, Minnesota, USA
Client: Visa USA
Program: Visa Preferred Program
MotivAction was faced with several challenges in creating a dealer incentive program of qualifying trips to Rome for John Deere Agricultural Division. First, they had to keep dealers focused and engaged in selling John Deere Agricultural equipment with another division of John Deere. A rules structure was established to allow dealers to earn additional trips based on incremental volume to promote continued performance beyond expectations. An incentive also was created for field teams (division marketing managers and territory managers) since these individuals would be critical to the overall performance of the dealer organization. Eighty-four percent of these field teams qualified for the trip to Rome. MotivAction also developed a comprehensive communications plan to keep this incentive program “top of mind” throughout the 12 month qualification period.

Second, they had to showcase and promote the Rome trip in a high-quality manner without appearing too extravagant. MotivAction used a mix of print, video, promotional products, and web media at multiple touch points for the Rome MMIV campaign.

Finally, the integrated campaign’s effectiveness resulted in twice as many dealers qualifying for the trip as originally projected and ensued in trip planning logistical headaches. One thousand trips to Rome were projected, but over 2,100 trips were earned. MotivAction established an award point option giving the dealerships flexibility in their choice of awards between a blend of group travel and point-based personal awards in order to free up some of the travel award space.

MotivAction’s promotional campaign consisted of seven elements: an announcement, two promotional product mailings, a promotional mailer, a Web site (so dealers could track their performance 24x7), quarterly status statements sent via email, and benchmark awards sent three times based on program performance.

To announce the program, MotivAction designed promotional boxes to send to all the dealers. The promotional boxes contained a promotional brochure, video and a personalized welcome letter to participate in the program from the branch manager. All materials combined ancient Rome with modern-day Rome elements.

A Murano glass (Italian art glass company) and chrome wine stopper, imprinted with the John Deere and Rome MMIV logos was sent to all dealers with a reminder card that the first quarter benchmark goal was approaching. The other promotional product mailing included a Rome Past & Present book and CD. Many of the dealers who traveled to Rome brought the book with them as a travel guide.

The Rome MMIV program was the first time dealers were able to access status statements online. Although all dealerships have online access, the process of checking regularly is not habit for all dealers. Quarterly printed statements were also mailed to each dealer as reinforcement of the online statements.

Benchmark awards were created to help keep dealers focused on their year-end goal. During the months of January, April and July, three Waterford Crystal awards (Arabesque clock, picture frame and vase) were sent to reward these achievements.

Dealers who traveled to Rome received two room gifts: a customer Murano art glass vase in the John Deere green and yellow company colors and a set of pre-posted post cards.

John Deere’s Agricultural Division hadn’t used a dealer incentive program for two years. The last program was a Baltic Cruise incentive. However, John Deere’s Agricultural Division saw a 36 percent increase in sales during this incentive program. Historically, John Deere has seen only a 17 percent - 18 percent increase in sales during dealer travel incentive programs.

MotivAction’s campaign was executed both flawlessly and successfully. John Deere’s Agricultural Division saw a 67:1 return on investment during the incentive program.

Crystal Winner: William E. Bryson, MotivAction, LLC, Minneapolis, Minnesota, USA
Client: John Deere Agricultural Division
Program: John Deere Ag Rome MMIV Program
Successful Incentive Program Awards IBM as Top Business Supplier in Australia

MOST CREATIVE USE OF AN INCENTIVE PROGRAM TO SOLVE A MARKETING PROBLEM – EXTERNAL MARKETING CAMPAIGN

C iEvents was challenged to enhance the current Know Your IBM (KYI) program for IBM Corporation by producing new channel partners, introducing a motivating educational component and increasing product sales. To meet this objective, they created a group travel experience that was superior to competitors’ incentive trips. The top revenue achieving sales participants from each state and territory in Australia and New Zealand earned an exciting incentive trip to Strahan, a luxury wilderness getaway in Tasmania.

IBM wanted the number of registered business partners (IBM’s distribution channel) to be increased by 50 percent, the number of active participants in the program to be increased by 25 percent, and revenue dollars to be increased by 20 percent.

CiEvents also was challenged to develop a new channel program that rewarded both sales achievement and educational behavior. The “learn and earn” component of the KYI program provided award points to redeem aspirational merchandise for those program participants successfully completing the “learn and earn” modules on the KYI program Web site. Modules’ content revolved around IBM products, sales support, IBM global financing and training on sales technique. Over 10,000 “learn and earn” modules were completed, a 612 percent increase in the number of rewards claimed.

Another challenge was to position the IBM brand as the preferred partner for resellers and solutions providers. Because of the tremendous increase in registered and active participants and the increase in sales attributed to the KYI program, IBM has been cemented as the preferred business partner in Australia and New Zealand for resellers and solution providers.

Finally, CiEvents was tasked with creating a group travel experience that was superior to competitors’ incentive trips. The top revenue achieving sales participants from each state and territory in Australia and New Zealand earned an exciting incentive trip to Strahan.

Program membership kits, personal interaction, mid-year Taste of Tasmania cocktail functions, interactive Web sites, and electronic messaging were used to communicate the KYI program. CiEvents launched the KYI program through an interactive email and direct mail piece that were designed to be unique and attention grabbing. Once a recipient registered for the program online, they received the program membership kits.

Two Web sites were created, one for completing the “learn and earn” modules and logging sales and the other for leader boards, the strongest in the marketplace.

By the end of the program, the number of registrants increased by 254 percent, the number of active participants in the program increased 250 percent and the number of revenue dollars increased nearly 200 percent to $198 million. These figures are more than triple the original goal. As a result of the tremendous increase in registered and active participants and the increase in sales attributed to the KYI program, IBM has been cemented as the preferred business partner in Australia and New Zealand for resellers and solution providers. IBM also achieved a phenomenal 103:1 return on investment.

Crystal Winner: David Cox, CiEvents, North Sydney, Australia
Client: IBM Corporation
Program: Know Your IBM
Two-Pronged Marketing Program Increases Market Share

Most Creative Use of an Incentive Program to Solve a Marketing Problem – External Marketing Campaign

AV Business & Communication was tasked with creating and implementing a two-pronged incentive promotion for Motorola Argentina – one for Motorola Argentina’s sales team and branch managers and one for the consumer.

Motorola Argentina is a leader in integrated mobile telephony solutions. However, they wanted to gain greater market share than their competitors, particularly in retail sales which account for 20 percent of Motorola’s total sales.

AV Business & Communication developed the MOTOFIESTAS incentive promotion to help Motorola Argentina achieve this goal. The incentive promotion was conducted at three different chains (Fravga, Garbarino and Compumundo) that account for 60 percent of Motorola’s channel sales.

The sales team and branch managers were rewarded on three different levels: best branch as a team (rewarded with a group dinner), four best sellers (each earning an incentive trip to Cataratas del Iguazu), and best manager (earning an incentive trip to the Conrad Resort & Casino in Punta del Este). An additional sales push was conducted the first month in which for each Motorola phone sold; the seller had a chance to participate in a raffle for an automobile. Additional prizes awarded to sales teams and branch managers included restaurant gift certificates, cinema tickets, DVD players, and digital photo cameras.

Consumers who bought Motorola phones during the incentive promotion time period entered into a raffle of 90 prizes or called an IVR for a chance to win one of 100 instant prizes. Some of the prizes given out included trips to Cancun and Cataratas del Iguazu, stays at Punta del Este, Motorola V600 phones, DVD players, digital photo cameras, gift certificates, and small home appliances.

AV Business & Communications sent mystery shoppers to the stores to test the effectiveness of the incentive program. They reported that 72 percent of sellers offered to show Motorola phones to consumers first, before showing other brands’ phones. The mystery shoppers also were rewarded for their participation with a chance to win DVD players, digital photo cameras and cinema tickets through raffles.

A special program logo, MOTOFIESTAS, was created for this incentive promotion program. Two launching events took place to accommodate all of the sales force at the three locations. Program logo merchandise was raffled off as well as V600 telephones. Emails and prize catalogs were given to all sales participants.

"It is exciting to be recognized with a Crystal for the second time after five years! We are proud to represent South America’s creativity and professionalism in this international competition."

Alejandro Verzoub, Presidente, AV Business & Communication

Promotional posters and flyers were given to the stores to display so customers could understand the program and choose whether or not to participate. Coupons and stickers were also provided.

After the incentive promotion period, a newsletter was created and sent to all of the sellers. The customized newsletters (sent to each chain) contained pictures of the winners and any relevant information.

As a result, Motorola’s share in Garbarino and Fravga increased by 20 percent during the action period. Motorola also saw $3.5 million USD in gross profits from the incentive program.

Crystal Winner: Alejandro Verzoub, AV Business & Communication, Buenos Aires, Argentina
Client: Motorola Argentina
Program: MOTOFIESTAS
Viacom Television Stations’ “Above and Beyond All Expectations”, was an incentive program designed by Incentive Travel, LLC to motivate CBS and UPN (United Paramount Network) Television Stations’ top advertisers, station managers and sales directors to increase their advertising budgets and expenditures during a six-month time period. It was necessary to create a program that would motivate and reward and most importantly exceeded previous programs and “normal” travel experiences.

“Above and Beyond All Expectations” awarded guests an eight-day, seven-night cruise of the Mediterranean and featured daily tours and activities in Italy, Spain and France. Golf, horseback riding, shopping, city tours, beach visits, bicycle tours, wine tasting, poker tournaments, cooking classes, and a tour of the Silver Wind’s bridge were among the activities guest could choose from. Special entertainment throughout the cruise included a “La Dolce Vita” evening featuring the Three Tenors, “Legends of Broadway” show featuring comedic impersonators, a welcome reception and bon voyage dinner, a captain’s reception, “Showtime at the Apollo” live rhythm and blues entertainment, a tapas and flamenco evening featuring Grammy-nominated performer Joseph Soto, and a Pirates of the Mediterranean party.

The biggest challenge Incentive Travel faced was during the bicycle tour through the Sardinia, Italy. Several guests decided not to attend at the last minute since it had been a long time since they rode a bike. Others attempted the trek but found that they were not prepared to complete the course. Incentive Travel overcame these challenges by being overly prepared. Two air-conditioned vans, stocked with cold water, followed the group to provide a ride to passengers who chose not to complete the course and to pick up the bicycles left behind. The two staff members who accompanied the group on the tour worked together so that one person would always stay with the last person in the group while the other moved between the middle and the rear of the group to make sure everyone was feeling alright. The bicycle tour ended up being one of the program highlights!

Registration packets were sent to station managers and sales directors and sales directors to share with their top advertisers and encourage their participation. A customized Web site was created to register advertisers once they qualified for the “Above and Beyond All Expectations” program. The Web site housed program information as well as allowed them to register their travel information and any special requests.

Incentive Travel enjoyed planning the Pirates of the Mediterranean party the most. Hired pirate impersonators took over the cruise and forced the ship’s captain to walk the plank (into the ship’s swimming pool in full uniform and all). Pirate attire (temporary tattoos, eye patches, bandanas, hats, etc.) was distributed to all guests. Guests were then escorted via boats to a cave set on an island to enjoy the rest of the evening’s entertainment. Gypsies dancing, horses on the beach, treasure chests with “jewels”, gothic candles, and iguanas and snakes were just a few of the decorations and entertainment features guests enjoyed. Guests also were treated to a “Pirate Adventure” act which included swords and knives, fire, dancing, and gymnastics. Old pirate movies were shown in the background during dinner, where Spanish delicacies were served. A Viacom executive stated, “Incentive Travel, LLC created the most detailed and realistic setting. It truly felt as if we were part of this adventure.”

Estimates placed advertising revenues up by 12 percent, which Viacom attributed directly to the reward program. Over 200 participants entered the program. Participants were given a survey following the end of the program. The trip’s overall experience was ranked 5 on a scale of 1-5 (five being the highest).

Crystal Winner: Penny Wing, Incentive Travel, LLC, San Diego, California, USA
Client: Viacom Television Stations Group
Program: Viacom “Above and Beyond All Expectations” Cruise

2005 SITE CRYSTAL AWARDS

Careful Planning Pays Off for Incentive Travel, LLC

Most Outstanding Travel Reward Program - 5 Nights or More, Over 200 Participants
Creative Memories is a direct selling organization with more than 90,000 consultants throughout the United States, Canada, Mexico, Australia, New Zealand, Europe, South Africa, and the Far East. The consultants teach customers how to organize, document and preserve their photographs and memorabilia in keepsake albums as well as sell the Creative Memories products.

Creative Memories challenged its field consultant leaders in the United States and Canada to “Decide to Dream” for their 2005 Incentive Campaign by offering three levels of incentive travel based on the consultants’ title. The Masterpiece Trip to Salzburg, Austria, for top level executives, made up less than one half of one percent of the U.S. and Canadian Consultant base and one-quarter of those actually earned the incentive trip. Objectives were established for the incentive campaign: increase personal sales by 10 percent and increase recruits by a minimum of 5 percent.

Initially, the program was scheduled to begin in May 2002. However, with the tragic events of September 11, 2001 and the family-oriented, mostly female sales force prompted Creative Memories to postpone the campaign. Another challenge of the program was overcoming the language barrier and cultural, diplomatic and logistical demands when working with the German and Austrian suppliers. The Euro’s introduction also proved a challenge.

The incentive program was launched at the annual Regional conventions across the country by showing an introduction video of The Sound of Music and continued with a nine-month campaign centered around music Austria is known for. The program included direct mail, a promotional kit including a poster, motivational cards outlining the consultant’s standings as well as gifts indigenous of Austria. The Sound of Music movie theme became the inspiration for the program’s elements.

Trip highlights included a puppet show of The Nutcracker, a Medieval Knights experience at the Hohensalzburg Fortress overlooking all of Salzburg, a tour of the Salt Mines and Healing Tunnel, various leisure activities and optional activities, and an evening reception at the Archiepiscopal Residence. One of the optional activities, The Sound of Music Tour, was customized for Creative Memories consultants and featured more access to places then the traditional “public” tour. During the salt mine tour, everyone received silver necklaces with unique chambers filled with salt from the SalzbergWerks Salt Mines. Dinner at the Archiepiscopal Residence featured a five course menu – The Moods of Mozart Over the Centuries. Each course was accompanied by specially chosen classical renditions when served.

Creative Memories personal sales had increased by 21 percent and recruits were up by 6.7 percent following the end of the campaign. Each new recruit accounted an extra $4,000 USD to the company’s bottom line in their first year.

Crystal Winner: Lucy Eisele, Creative Memories, St. Cloud, Minnesota, USA
Client: Creative Memories
Program: Masterpiece 2005 Incentive Trip
Motorola wanted to achieve three objectives in a fast-paced, aggressive and competitive domestic market in New Zealand, of which they re-entered with new technology and a renewed vigor. They wanted to increase reseller loyalty and build excitement around the Motorola brand, drive sales of Motorola mobile technology, and introduce and educate the target market (males and females between 18 and 26 years of age) about the technological advances of Motorola’s mobile products.

The Extra Mile Company was presented with the challenge of geographical challenges, as well as participant values and motivators in order to achieve market support, participant buy-in and return on investment to Motorola. Three main geographical centers: Auckland, Wellington and Christchurch were indicated from accumulated data as the best targets to recruit participants.

MOTOway was created as a self-supporting and self-energizing theme using funky, hip tools to communicate plus re-enforce the program as well as the Motorola brand. Pivotal to the program was the MOTOway trading card concept. Eight MOTOway characters were created for the cards, each featuring a unique character that represented a various band member skill and offered different rewards to the participants.

The trading cards, earned with the sale of eligible Motorola mobile phone hand sets and accessories, performed three key tasks. They communicated essential Motorola product information. They changed re-seller behavior through the encouragement of sales of higher-end models. They could be redeemed online for rewards immediately or traded for other MOTOWAY information, rewards or “passport” cards.

The “passport” card were randomly distributed and enabled the reward budget to be effectively managed since a minimum number of MOTOway trading cards and a “redemption key” card were required.

Motorola’s Web site, MOTOZONE, included a link to the MOTOway Web site for participants to register, exchange their MOTOway trading cards, and provided a reward redemption mechanism to upload eligible sales and redeem rewards. Further exposure to the Motorola brand also was a benefit. The Extra Mile Company decided to launch the program by hiring a popular band, Stereogram, to perform at the launch event but was challenged with a limited budget and tight timeline. They also decided to choose a venue in the hottest club district of Auckland. The launch needed to meet the industry average number of attendees and show return of investment later in the program.

An easy-to-use registration page was created off the MOTOZONE Web site. Personalized invites were sent to each prospect. Key regional re-sellers were personally called when they did not RSVP on time. Key out-of-town re-sellers were booked flights and accommodations to ensure their attendance.

Previous telecommunications industry program or product launches in New Zealand had only attracted up to 200 participants. The MOTOway program not only attracted three times as many participants but set the standard that all other telecommunications program and product launches will be measured by in the future.

Crystal Winner: Rhys Curtis, Extra Mile Company, Auckland, New Zealand
Client: Motorola
Program: MOTOway
PGI was given the task of creating a unique incentive program that has not been offered by any other insurance company and to meet the expectations of the agents who expect this each year. They decided to book one of Ireland’s most famous performers, Van Morrison. After finding out that he has only done two private performances in his career, they offered the management company a sweet offer; PGI would use Van’s preferred sound and lighting company, design the stage to his satisfaction, and offered to build a full complete living room environment for his backstage area. Van accepted the offer to give the third private performance of his career.

PGI’s client also wanted to ensure that the event, named Conclave – Feile Festival, wasn’t just a dinner and concert but that the entire evening was both fun and interactive for their guests. PGI decided to build an Irish Pub setting in the back of the hall complete with themed buffet areas, bars and a stage for “local” Irish entertainment. Guests could party until the concert and then go back to the party afterwards. Local entertainment included Liam O’Connor (presenting a foot stomping Irish songfest with his band), the Merry Ploughboys (performing more traditional Irish sing-along pub songs during dinner) and the Celtic Tenor (staging a repeat performance of his “Call to Ireland” song from the night before after the concert).

The Pub/festival atmosphere allowed PGI to re-set the stage for multiple performances as well as provided the flexibility to keep everything in a very “mobile” environment moving attendees to and then back away from the main stage. Attendees were able to experience the best entertainment Ireland has to offer, while promoting a surprise headliner.

Although PGI secured Van to perform, the hard work was not over yet. Van Morrison is known for walking off the stage before the end of a concert if he is not happy. In order to overcome this challenge, PGI purchased a rare book of poems by Patrick Kavanagh, a very famous Irish poet, after finding out he was Van’s favorite. On the night of the concert, the President of the company presented the book to Van backstage. Van was so impressed he performed for a total of 88 minutes, instead of the contracted 60 minutes, and even took time to talk to the audience!

When the client saw their top agents swarming the stage and singing their favorite Van Morrison songs, the answer was clear. Each guest stated that this was by far the best event they had EVER attended, anywhere! And, who else can say they booked “Van the Man” for a private party?

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Crystal Winner: Richard Lowy, PGI/TBA Global Events, Vancouver, Canada
Client: Insurance company (confidential)
Program: Conclave – Feile Festival
SITE repeated its Crystal Awards incentive program, *Chapter Challenge for Crystals*, for all SITE Chapters to participate in this year. The Chapter whose members submitted the highest number of entries would receive 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 2005 in Toronto, Canada
- Press release highlighting the Chapter’s involvement in the *Chapter Challenge for Crystals* program.

SITE is pleased to recognize the [SITE SOUTHERN CALIFORNIA CHAPTER](#) as the 2005 winner of the *Chapter Challenge for Crystals*. Congratulations!

### Crystal Awards 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. The 2005 entry and judging process was conducted electronically to provide a level playing field and renew the focus on each program’s ability to achieve its business goals. Incentive campaigns, special/motivational events or promotion campaigns held between 1 June 2004 and 31 May 2005 were eligible. Entries were evaluated by an independent panel of judges in the areas of return on investment, creativity and mechanics.

Generous support was provided by 2005 SITE Crystal Awards Committee Chair Polo Looser, MCI (Schweiz) AG; and 2005 SITE Crystal Award Committee Vice-Chair Michael Goldsmith, CMP, Las Vegas Convention & Visitors Authority. Other committee members included Jim Germain, SITE Board Liaison, and Karen Whitaker.

The judging panel for the 2005 SITE Crystal Awards was composed of individuals well-versed in the field of incentive/motivational travel.

### Judges Evaluating Entries Were:

- Tyler Davidson
  Editorial Director, *Meetings Media Magazine*

- Peter Dunn
  General Manager, Group Event Travel

- Lisa Grimaldi
  Editorial Director, *Meetings and Conventions Magazine*

- Barbara J. Hollister
  Director of Industry Relations, Carlson Marketing Group

- Bill Laviollete
  Managing Director & Publisher, *Incentives & Meetings International*

- Barbara Scofido
  Editor, *Corporate Meetings & Incentives Magazine*

- John Touchette, CMP
  Senior Manager of Special Events, Raytheon Company

- Christophe Verstraete
  Executive Director, EUROMIC

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