



INCENTIVE PLANNER MASTER CLASS

1. Motivation vs Incentive

A key to the success of the recognition component of the incentive program is whether it motivates workers to increase the level of engagement with their job and their employer. The engaged worker increases his/her level of discretionary effort—if the goal is performance—to stay on the job when the goal is increased retention.

Learning Objectives

- Define the elements of motivation and behavioral change
- Identify opportunities for incentive travel to build employee/customer loyalty and engagement
- Apply qualification criteria for incentive travel program to motivation drivers

2. Logistics and planning

In this session, you will be able to discuss the planning phases crucial for incentive travel program management. You will also be able to provide clients with proven resolutions that mitigate common risks inherent in incentive travel. This session provides project management strategies to help you manage incentive travel programs more efficiently and effectively.

Learning Objectives

- Plan an incentive travel program from definition through final evaluation
- Identify the key logistical details involved in managing an incentive travel program

3. Budgeting and Marketing

Incentive travel managers wear many hats. We often think of the travel planning responsibility, yet there are two important aspects of incentive travel management that are almost as crucial as the travel details: fiscal requirements and marketing needs. You will explore the fiscal and marketing challenges that managers and planners face. You will gain practical solutions that you can apply today to your incentive travel program planning.

Learning Objectives

- List and give examples the financial elements of an incentive travel program
- Design an incentive travel marketing campaign and branding to achieve a desired impression

4. Resource Management

In this session, we show how collaboration tools and social networks can help you achieve superior results. You will discuss how new technologies and business trends impact the way we share information with clients, participants and staff. Along with your peers, you will examine how to leverage technologies in the context of broader business and social trends to make an impact in the management of your incentive travel programs.

Learning Objectives

- Construct a strategy for staffing an incentive travel program
- Compare and contrast various types of technology used in an incentive travel program

5. Customer Experience and Communication

Learn how a service culture and communication can impact the success of your incentive travel management. You and your peers explore what makes incentive travel a memorable WOW experience so that it has lasting effect on participants. You will take away practical ideas for conveying your service culture in your communications.

Learning Objectives

- Explain how a service culture and attention to detail are essential to incentive travel management
- Describe the importance of building relationships with clients, suppliers, resources and staff
- Demonstrate communication that needs to occur during an incentive travel program

6. Reputation and Relationship Management

Successful incentive travel experiences are built on relationships—and reputation is one of the keys to establishing and building successful relationships. **Whether suppliers or buyers, we do business with those we like and trust.** Knowing and understanding the key needs of the other party in the business transaction (buyers or suppliers) can make or break our relationships. Our individual and company's reputations also affect our business relationships, as well as the reputation of the incentive travel industry as a whole. We can turn to the **SITE Code of Ethics** to guide us in business interactions with other incentive travel professionals.

Learning Objectives

- Develop mutually beneficial partnerships with the buyers or suppliers with whom you work
- Identify the benefits of a good reputation and ethical business conduct versus the consequences of a not-so-good reputation

7. Successful Site Inspections

Visiting a site during the sales cycle can help buyers see how the destinations and properties under consideration can provide a unique incentive travel experience for their group. For suppliers, site visits are an opportunity to show off their offerings, deepen the relationship with the buyer, and gain greater insight into buyers' and end users' needs and wants. In this course, participants will explore planning and conducting a site visit.

Learning Objective

- To plan a site visit that not only showcases the destination or property but also demonstrates how it meets the unique needs of the community of qualifiers.

8. Contract negotiations

A contract is the legal expression of the expectations and responsibilities of the buyer and supplier in an incentive travel relationship. Successful contracts result when buyers and suppliers both approach negotiations in a collaborative manner, understanding the requirements and limitations of each other. In this course, participants will explore both perspectives of contract negotiations as well as "gotchas" that buyers should be aware of.

Learning Objective

- To negotiate an incentive travel contract for the mutual benefit of both the buyer and the supplier

9. RFP's and Responses

Participant Guide Requests for Proposal (RFPs) are the primary tool that buyers use to express their requirements for an incentive travel experience. The response to the RFP is the incentive travel supplier's opportunity to demonstrate how their company can fulfill these requirements and provide a truly unique experience for the buyer's community of qualifiers.

Learning Objectives

- Identify and follow best practices in preparing and distributing RFPs to potential suppliers
- Develop responses to RFPs according to the best practices of the incentive travel industry

10. The Power of Storytelling

Stories are universal in their use, appeal, and effectiveness—across cultures and across ages. As incentive travel sales professionals, we can use compelling stories to help sell incentive travel solutions to our clients. When we understand who the audience for the story is and what drives them, we can craft stories with heroes that they can identify with and inspire them to see our offerings as the incentive travel solutions they seek.

Learning Objective

- To craft powerful stories as a tool for selling to incentive travel to specific clients.

11. Practical Tasks

Individual and group exercises will be conducted throughout the workshop to ensure thorough understanding and practical experience of many planning and operational aspects.

12. Creating a Unique Incentive Travel Programme for your Destination

In the final practical exercise, the group will be divided into three teams, each with a different brief and will be given one hour to come up with a meaningful incentive travel programme which speaks to the client brief.



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