



crystal
EVENTS AFRICA

DESTINATION MANAGEMENT

INCENTIVE TRAVEL

PLANNING AND OPERATIONS

MASTERCLASS

PROGRAMME: DAY 1	
08h30	Welcome and introductions
08h40	The Society for Incentive Travel Excellence (SITE)
08h50	What is Incentive Travel
09h00	Employee Engagement
09h20	Incentives VS Motivation
09h25	Comfort Break
09h30	Budgeting and Marketing for an Incentive Trip
09h40	Selling to the Incentive Market
10h10	Tea Break
10h20	How Do We Get The Business?
10h30	Successful Story Telling
10h45	Group Exercise: Create An Original Story From The Topic Assigned To Your Group
11h10	Comfort Break
11h15	Customer Experience and Communication
11h30	Request For Proposal Management
11h40	The Site Inspection
11h55	Comfort Break
12h00	Contracts and Negotiations
12h20	Resource Management
13h00	Summary and Closing

PROGRAMME: DAY 2	
09h00	Opening and review of Day 1
09h40 – 11h00	RUNNING THE PROGRAMME Covering all practical and logistical aspects of running multi-faceted incentive programmes
11h00	Networking and Comfort Break
11h10	Post-Event
11h20	Group Activity: <ul style="list-style-type: none"> • CREATE AN INCENTIVE PROGRAMME ACCORDING TO YOUR BRIEF
12h30	Team Leaders to Present Programmes
13h00	Summaries and Closing

COST: \$ 295.00 PER PERSON

AFRICA ONLINE SPECIAL OFFER: \$ 100.00 PER PERSON

REGISTER: