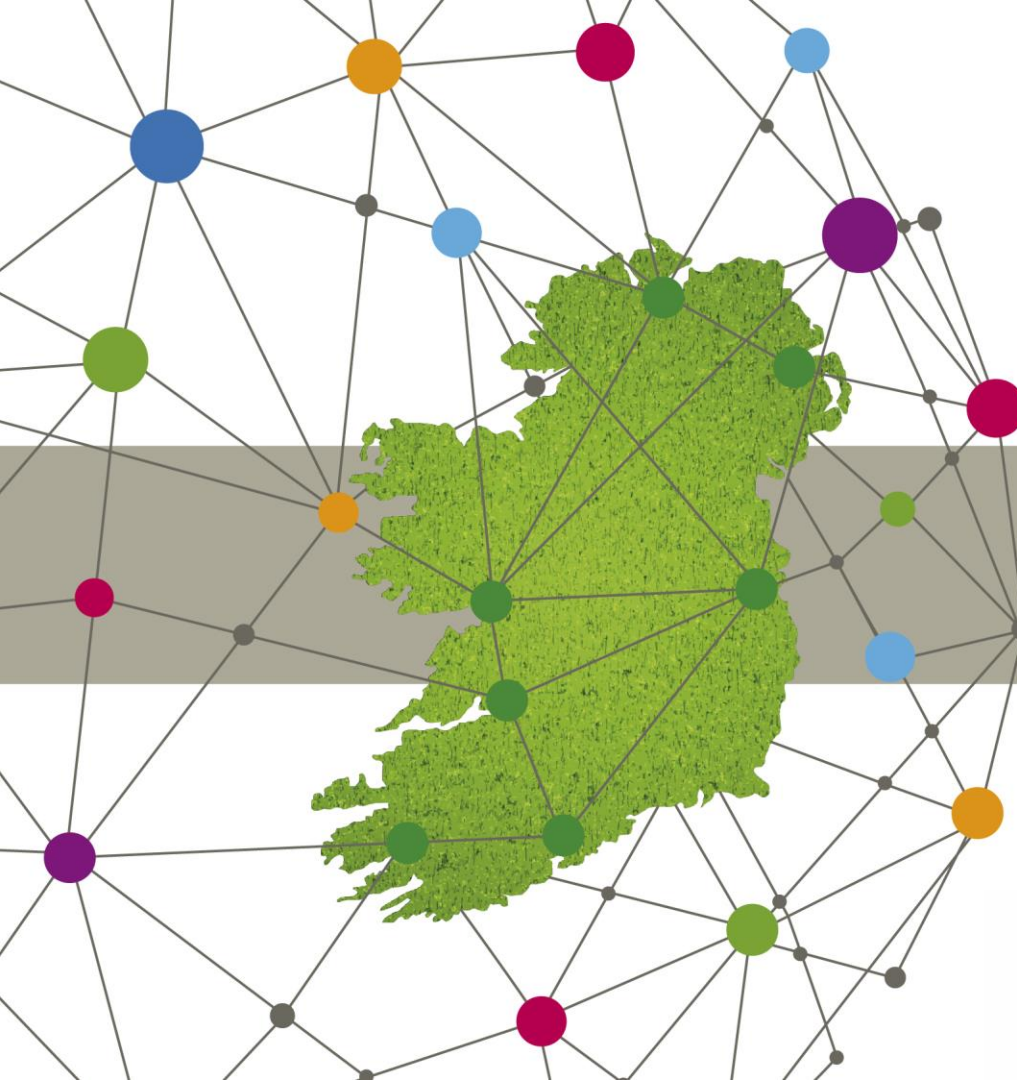


Welcome to the Education Forum

Think Global
Act Local. ■



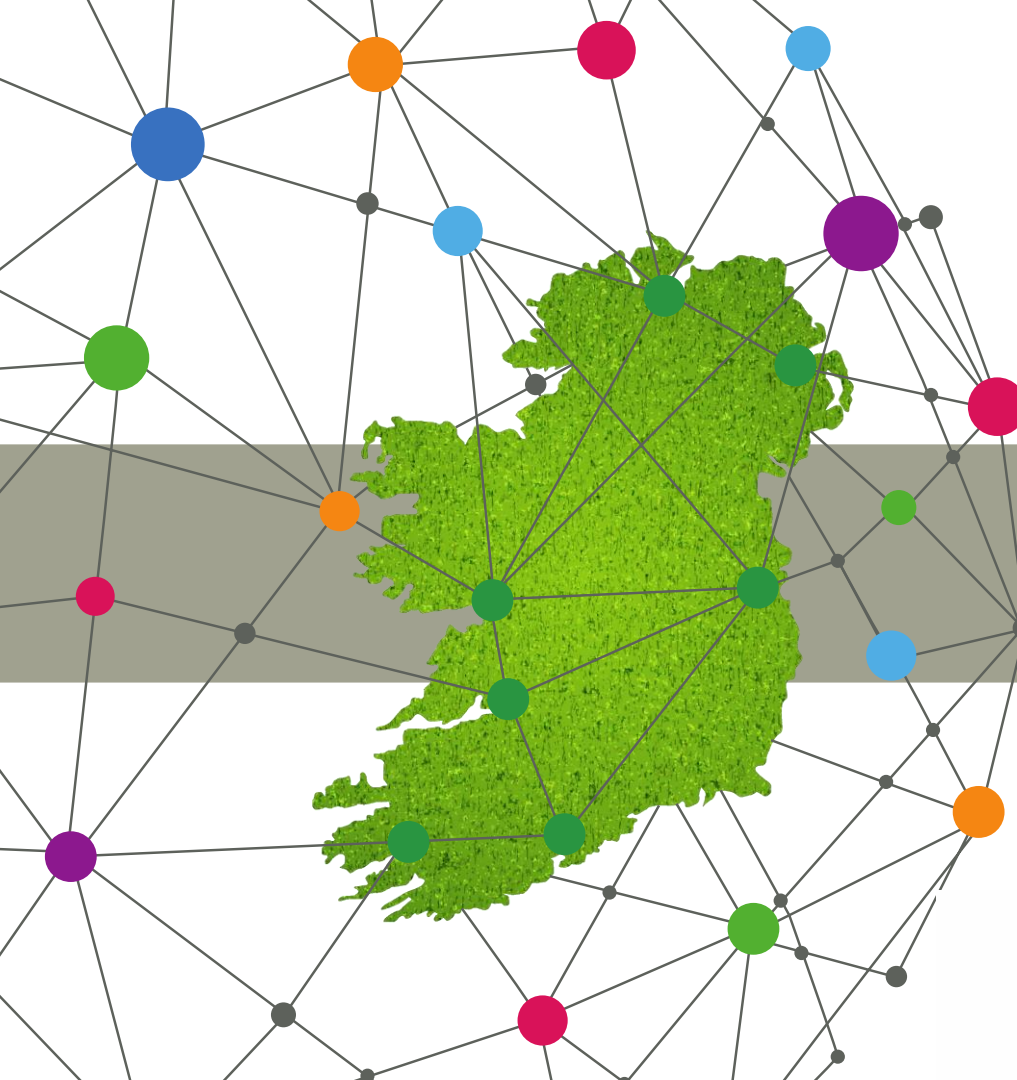
Ciara Gallagher

Head of Business

Tourism & Events (Acting)

Think Global
Act Local.



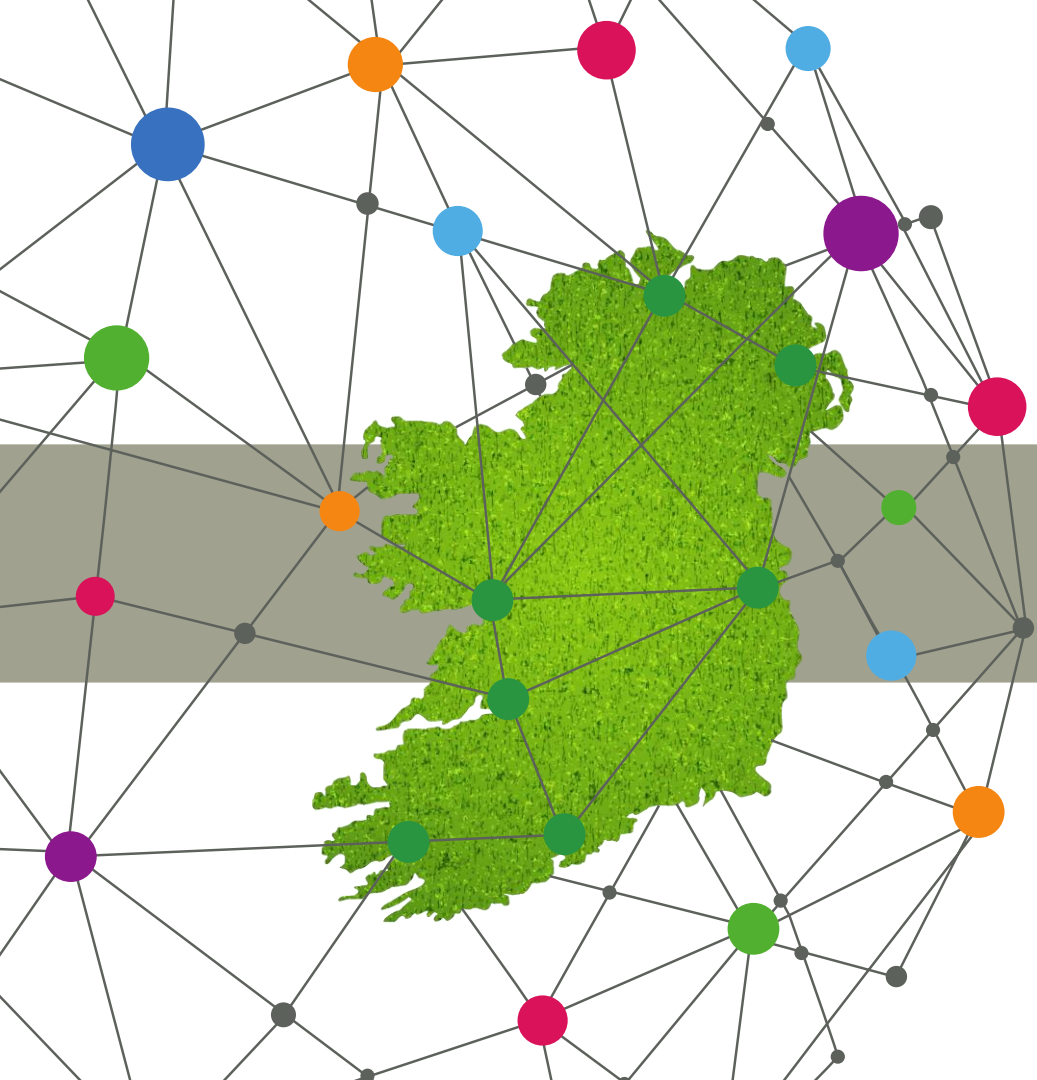


Pádraic Gilligan
SITE Foundation Trustee

Master of Ceremonies

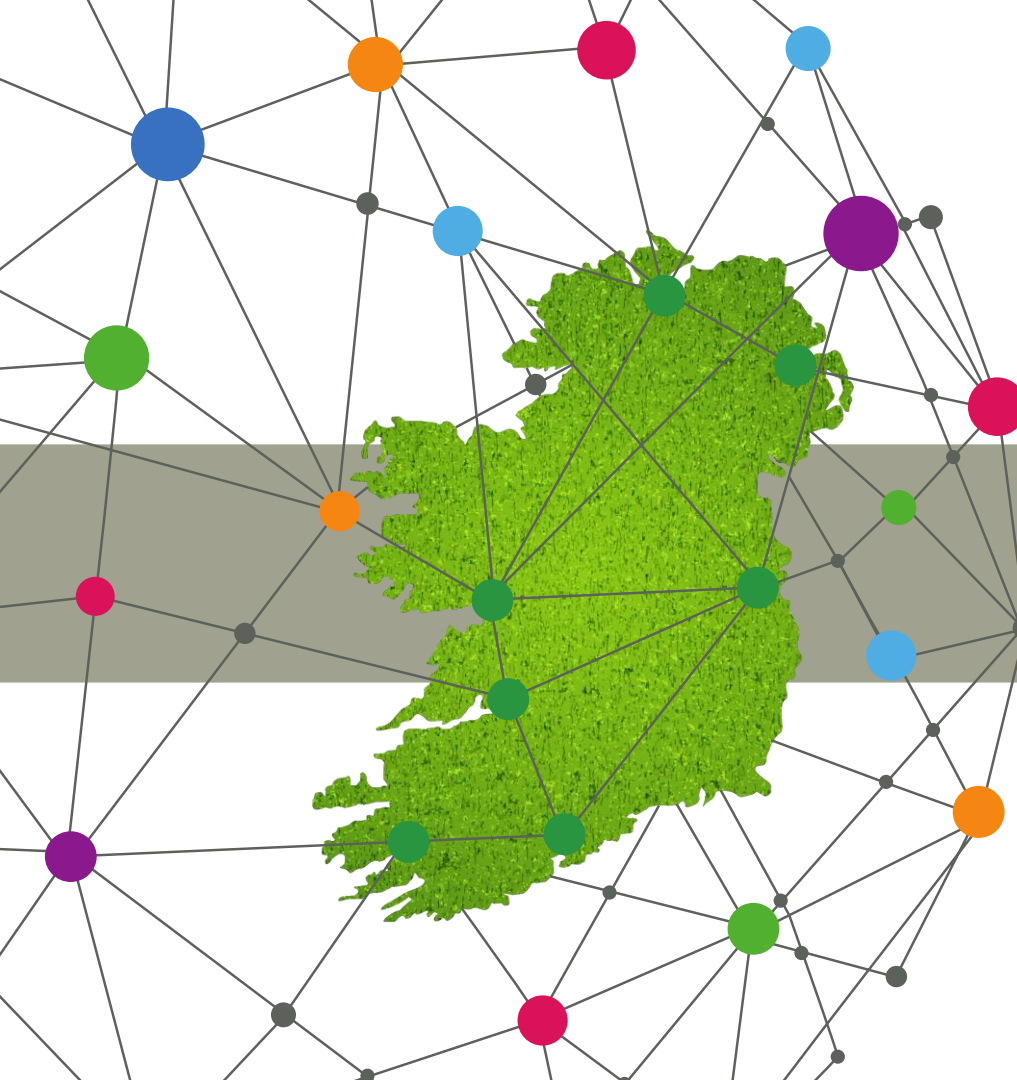
**Think Global
Act Local.**





Rajeev Kohli
SITE President 2017

**Think Global
Act Local.**



Kevin Hinton

CEO

**Society for Incentive
Travel Excellence (SITE)**

**Think Global
Act Local. ■**

site executive
summit 
IRELAND

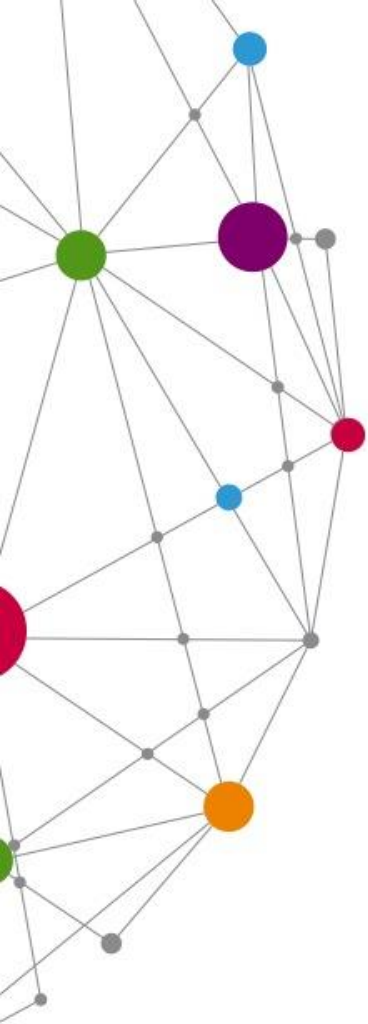
Best Practices for Selling to the MICE Market





Best Practices for Selling to the MICE Market

- **Bonnie Boisner**, Aimia
- **Adrienne Clarke**, Convention Centre Dublin
- **Denise Dornfeld**, AlliedPRA
- **John Iannini**, Melia Hotels International
- **Jonathan Richards**, Maui Jim Sunglasses
- **Julia Trejo**, Terramar, A DMC Network Company



Bonnie Boisner

Aimia

SITE Foundation Trustee

Remember the Basic Essentials

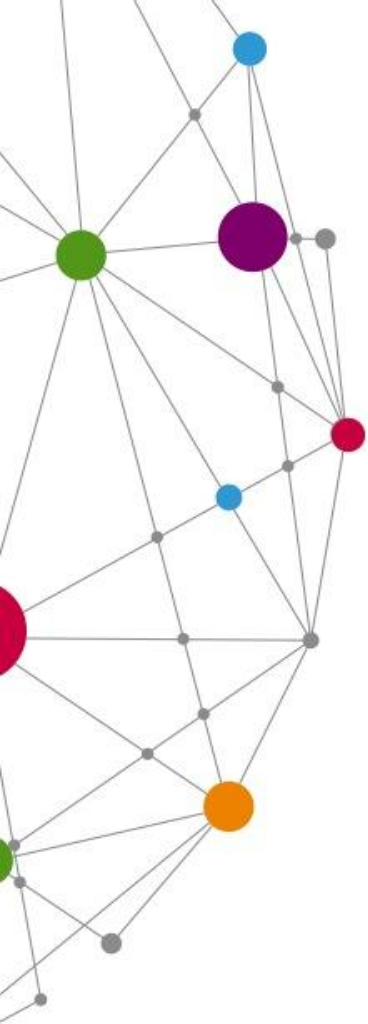
- Invest in the personal relationship
- Demonstrate understanding of client's business
- Be a strategic partner (not a salesperson)
- Be expert in trends, your destinations and venues
- Help clients to break away from the traditional ways



Winning with Program Components

- Know your participants and what excites them personally
- Showcase individual experiences and give choices
- Bring unique twists to the “tried and true”
- Surprise and delight elements are a must
- Incorporate the appropriate tech and social media





Adrienne Clarke

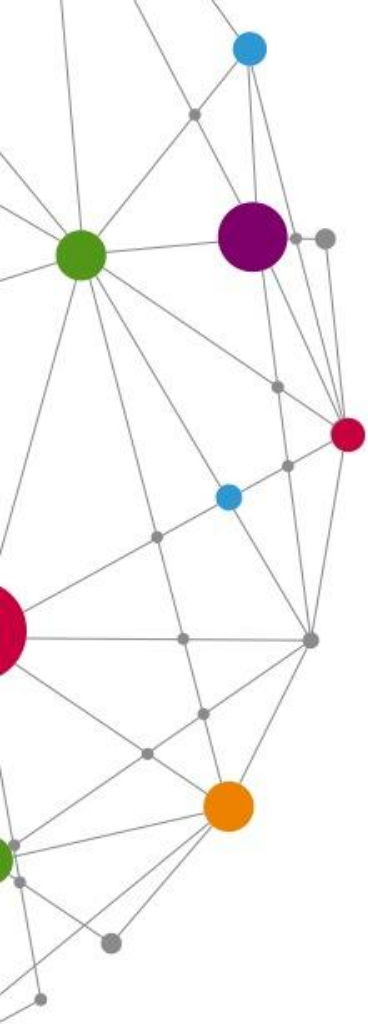
Convention Centre Dublin

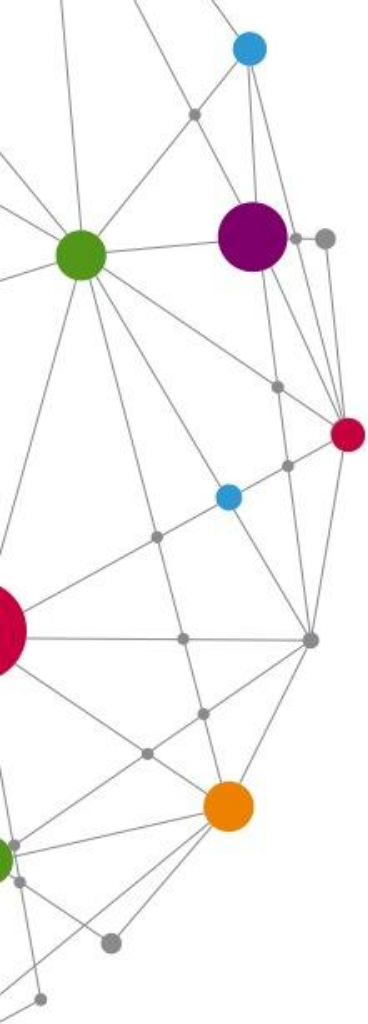
View from the CCD

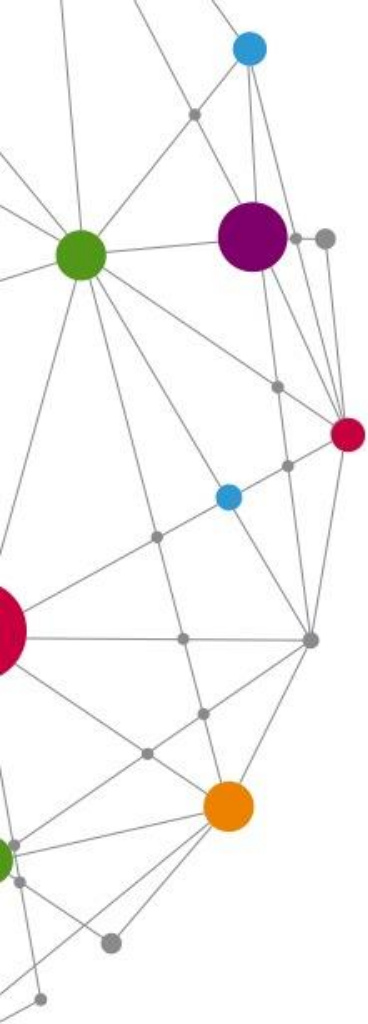


- The people
- The Association process
- “Excellence is not an act but a habit”
- Little things matter and big things happen

View from the CCD



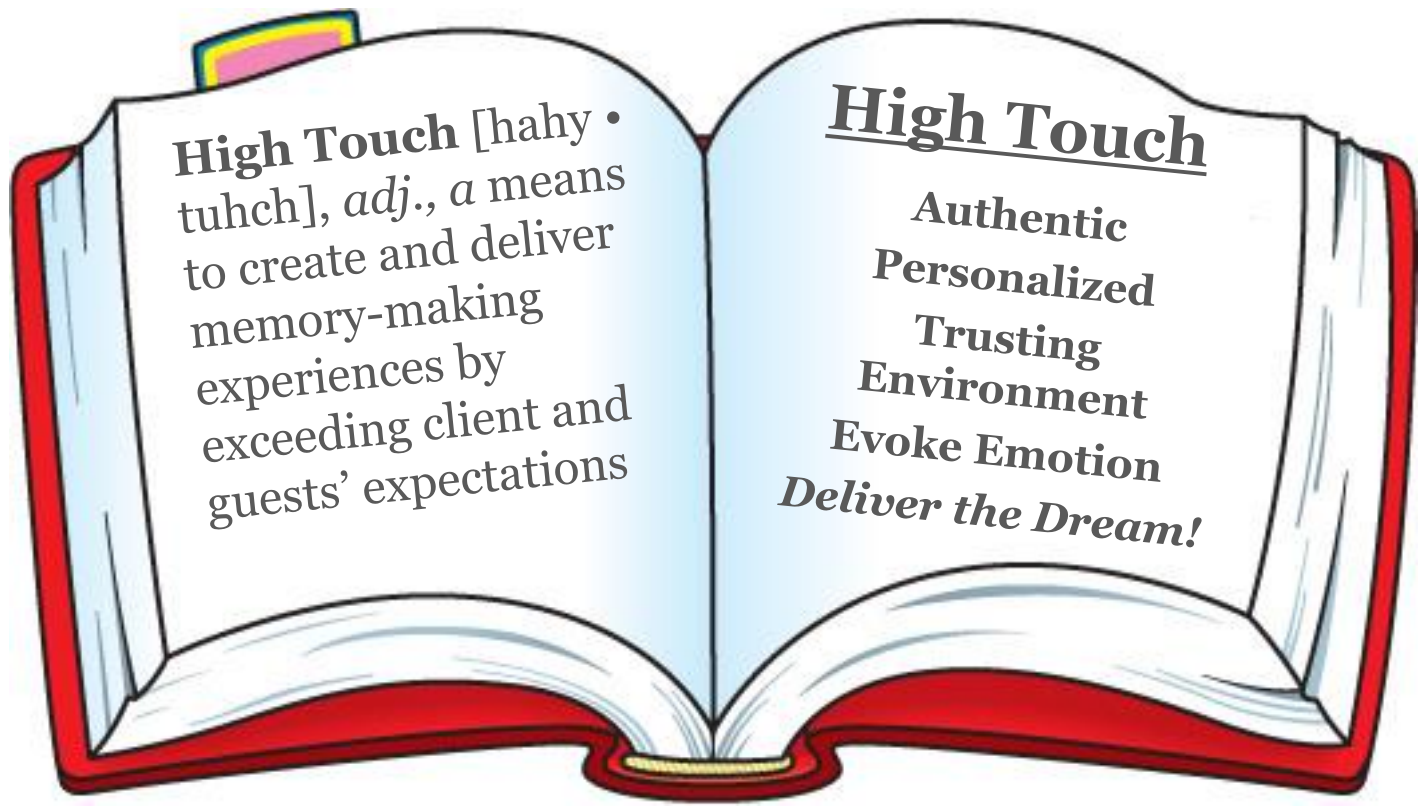
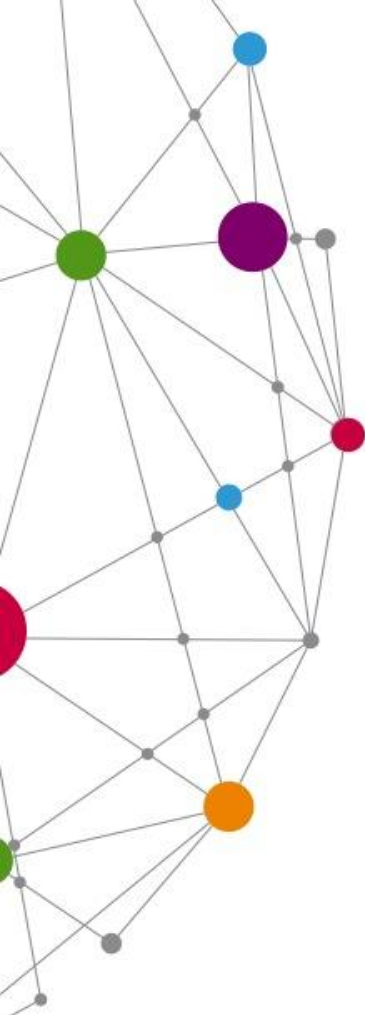




Denise Dornfeld

AlliedPRA

SITE Foundation Trustee



High Touch [hahy • tuhch], *adj.*, a means to create and deliver memory-making experiences by exceeding client and guests' expectations

High Touch

- Authentic**
- Personalized**
- Trusting**
- Environment**
- Evoke Emotion**
- Deliver the Dream!***

THANK YOU

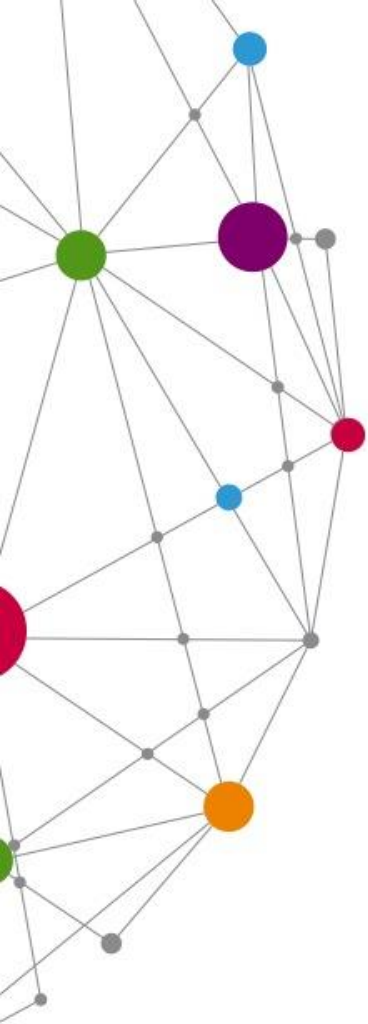


“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou

Denise Dornfeld
Chairperson
AlliedPRA
M: +1 619.849.6225

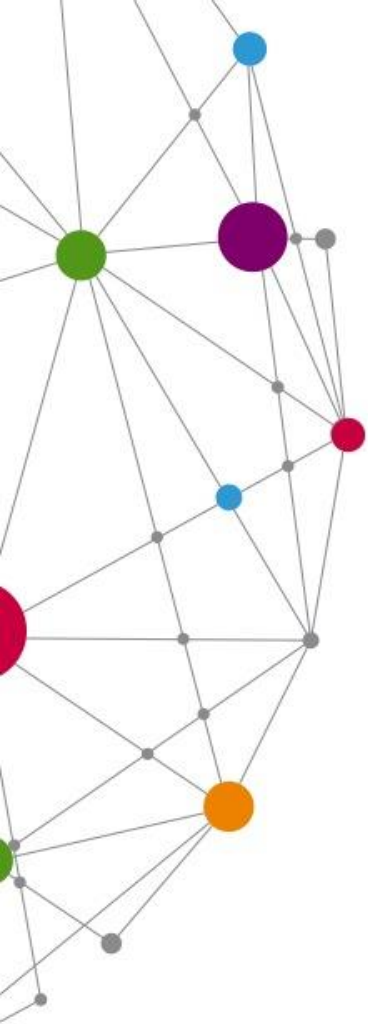




John Iannini

Melia Hotels International

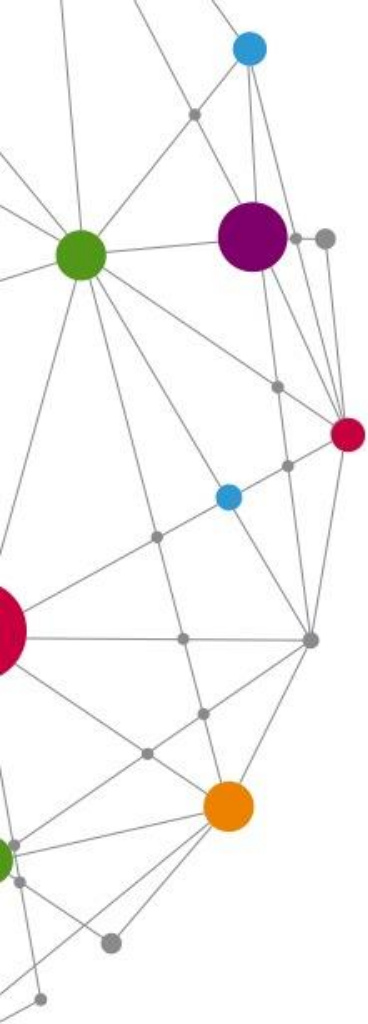
SITE Foundation Trustee



Jonathan Richards

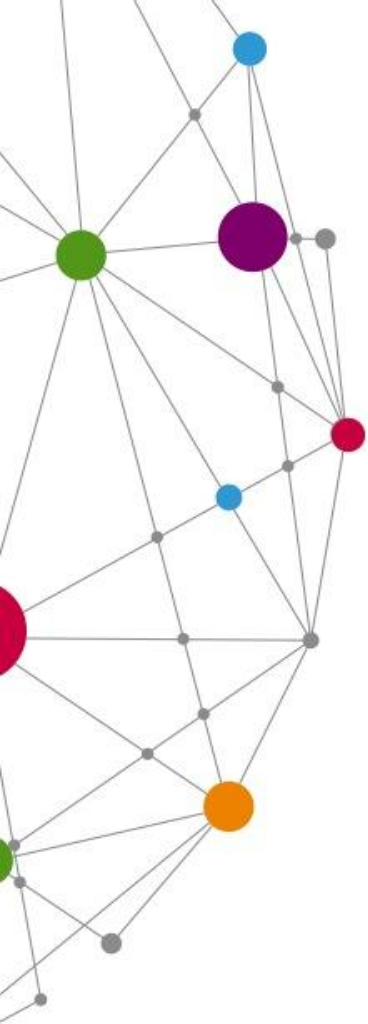
Maui Jim Sunglasses

SITE International Board of Directors



Gift Experience Essentials

- True brand experience
- Broad & lasting appeal
- Time vs. money
- Calculating true costs
- Inventory considerations
- International destinations
- Minimums & maximums

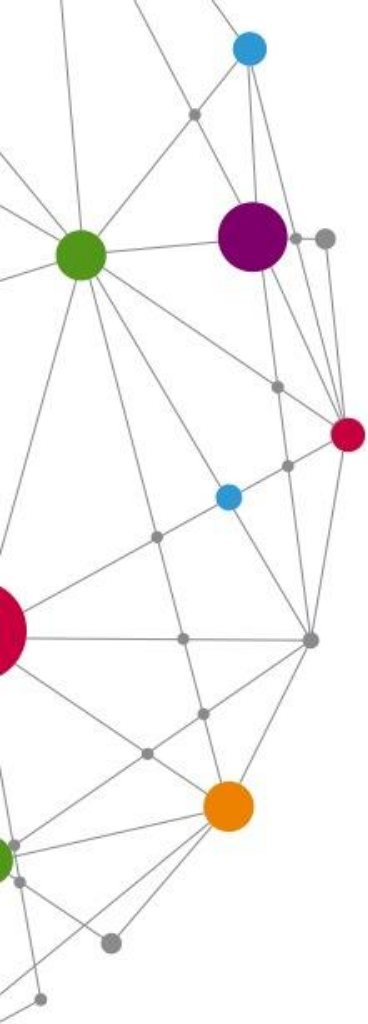


Julia Trejo

*Terramar, a DMC Network
Company*

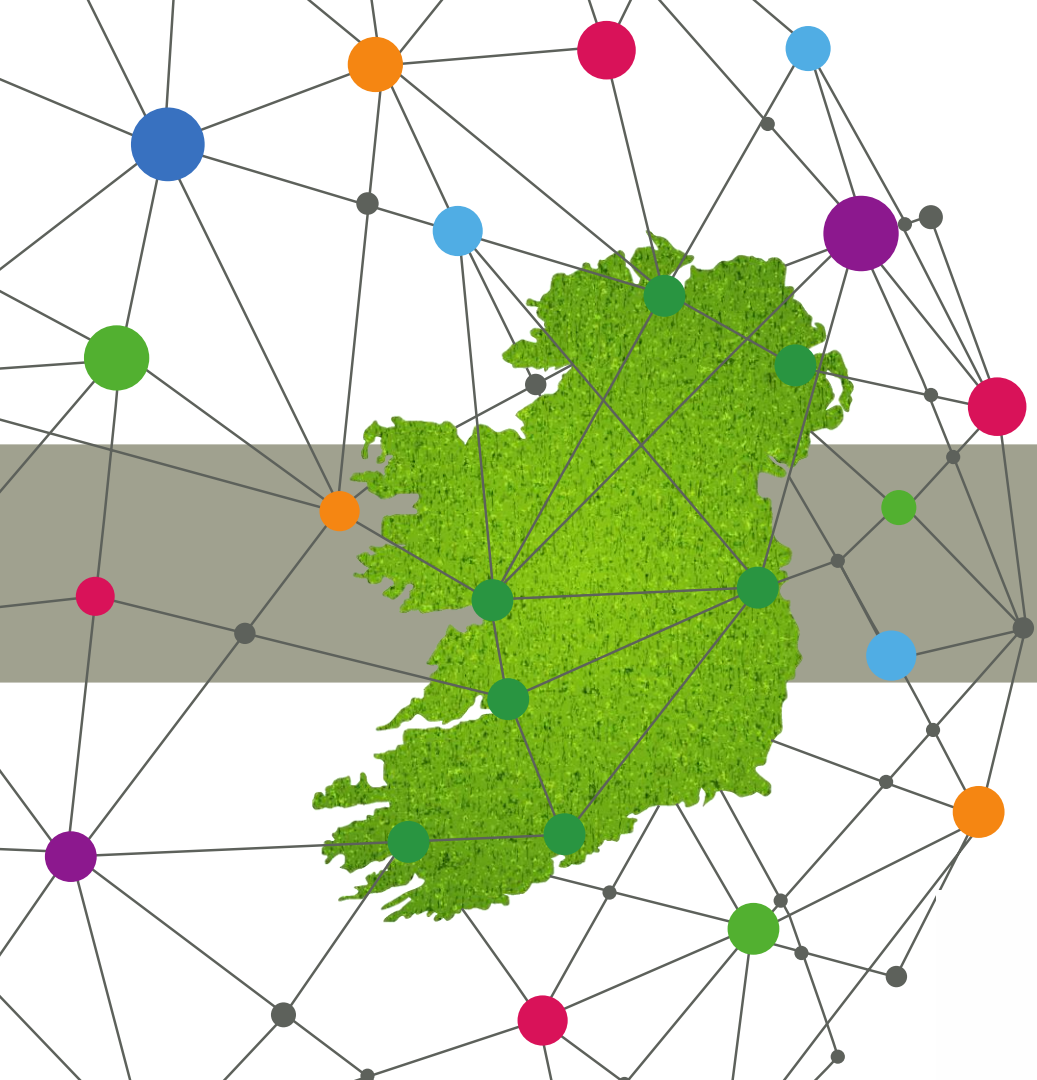
SITE International Board of Directors





DMC Viewpoint

- DMC competencies
- Ethical conduct
- Supplier and industry relationships
- Trust and mutual commitment
- Resources and Research



Think Global
Act Local. ■

Inside the Incentive Agency:

Fundamentals of Incentive Travel



THE LATE LATE SHOW

GUEST HOST: JENN GLYNN

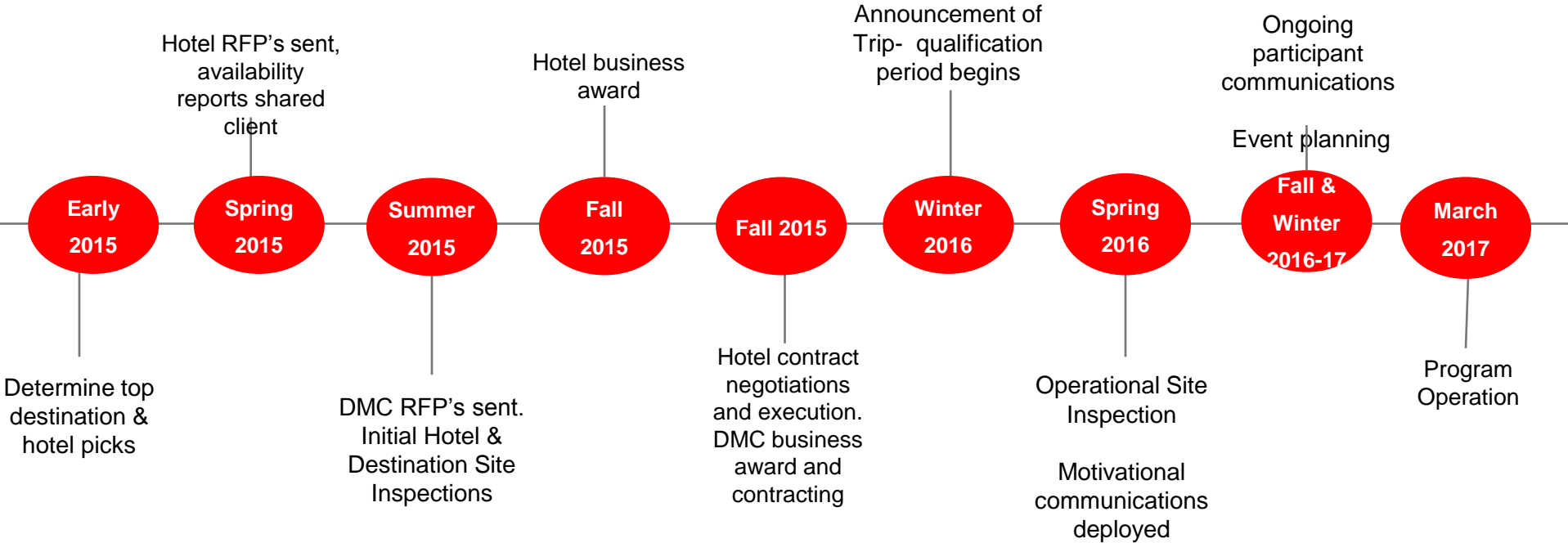
SPECIAL GUESTS:

KIM KARDASIAN

BONO

PHILIP EIDSVOLD

Incentive Travel Cycle



Lens of the Participant

The Participant Journey Guides the Incentive Trip Planning Process



Attract: announce and create awareness of and interest in the program; drive participation

Motivate: reinforce program rules, promote the benefits of meeting performance goals

Achieve: provide guidance and status on accomplishments

Celebrate: recognize and reward accomplishments together on the incentive trip

Promote: leverage just-completed program results and participant feedback to drive excitement for upcoming program

Engaging Communication

Designed around the experience

- From the inform stage through retention for next year's event

Focused on engagement

- Announcements, save the dates, reminder emails, surveys & polls

Delivered through any channel

- Direct, email, online, mobile & social



Attract

Announcement of program- Create Awareness and Drive Participation



2015 PINNACLE AWARD

THE PINNACLE AWARD
can take you where you want to go.

We're pleased to announce The Pinnacle Award – our new, inspiring sales achievement program designed to deliver the ultimate reward experience. Pinnacle will be better than anything Rayser Healthcare has offered before. Trust us – we're pulling out all the stops with this one.

The program is designed to recognize the best of the best. Those who reach the pinnacle of success will earn an elegant, all-expense-paid getaway for two in April 2016. More information on The Pinnacle Award will arrive shortly. The only action required from you now is to step up your sales game and commence your upward climb.

Will we see you at the top?

THE PINNACLE AWARD – Expect the Unexpected.



2016 PINNACLE AWARD

Dreams are best pursued by diving in head first. Dive into your dreams with the 2016 Pinnacle Award

THE PINNACLE AWARD – Expect the Unexpected

THE 7 PALMS
ISLANDS AND CASOS
May 3-7, 2017

2015 PINNACLE AWARD

Letter from Sales Leadership

By now you've heard a little about our new and exciting program, The Pinnacle Award, which has been designed to recognize and reward our top performers. The program is different than anything you've experienced before at Bayer – with a goal of providing the ultimate award trip experience that truly aligns with your expectations for a travel reward.

We've taken to heart everything we've heard from you and have made many enhancements. These changes will surprise and delight you and your guest – from the moment you arrive in paradise to the time that you board your transfer back to the airport.

In an effort to share more with you about the new Pinnacle Award experience, we've created this digital newsletter that highlights some of the exciting experiences you'll have while in paradise. We hope you enjoy these short articles and videos and that they will inspire you to do your best to be a part of the elite group of Pinnacle Award winners for 2015.

What will you do to earn your spot at the top?



Destination Did You Know?

Anguilla is known as "the tiny island with a big reputation." Boasting 33 white beaches with crystal turquoise waters, a contemporary international style, extraordinary vistas, world-class accommodations and mouth-watering cuisine, Anguilla is the idyllic tropical escape. Many say that Anguilla is how the Caribbean was 30 years ago: unspoiled, natural and pristine. Those lucky enough to visit Anguilla agree that it offers an exclusive, luxurious experience coupled with friendly locals that truly offer warm and authentic hospitality.



Hotel Highlight

The fabulous Viceroy Anguilla boasts many enviable awards and accolades, including 2014 Fodor's Top 100 Awards, Condé Nast Traveler 2014 "Best in the Caribbean," 2014 Hobbs Report Top 100 Resorts in the World and many more. At the Viceroy Anguilla, you will be immersed in unparalleled luxury that will dazzle your senses and will allow you to melt into complete relaxation.

And what's more relaxing than the perfect Caribbean sunset? At the Viceroy Anguilla, the Sunset Lounge is the hub of the resort where you will enjoy one of the lounge world-famous cocktails while catching an unforgettable sunset over Flame's Bay. This stunning photo of the Sunset Lounge doesn't do it justice, so plan on experiencing it yourself next May!

Want to see more of the hotel?

Click here to be directed to the official website of the Viceroy Anguilla.

Take a few moments and watch the recent New York Times travel video that features Anguilla in all its glory

Motivate

Reinforce program rules, promote the benefits of meeting performance goals

PRESIDENT'S CLUB 2012

APRIL 11 - APRIL 14, 2012

CALISTOGA RANCH RESORT

The trip to Calistoga Ranch will be here before you know it.

Dear <NAME>

The Volvo President's Club competition is well on its way. The top three retailers in your sales contest group as of July 31, 2012, are:

Rank 1 Hassel Volvo, Glen Cove, NY
Rank 2 Volvo Center, San Antonio, TX
Rank 3 Stillman Volvo, West Chester, PA

If your retailer name is on this list, congratulations! And keep up the good work. If you don't see your retailer name on this list, don't worry. You still have time to catch up. We promise it will be well worth the effort.

So keep monitoring your progress by visiting [VRC2](#), log in, and select the Need2Know Performance/President's Club link. You'll know where you stand in the competition. More importantly, you'll know what you have to do to ensure you and a guest get a chance to enjoy everything the incredible Calistoga Ranch has to offer.

Good luck,

Johannes
President

2012 Volvo President's Club

I couldn't be more excited about this year's President's Club trip to Calistoga Ranch. With its star accommodations, gourmet dining and perfect location in the heart of the Valley, you'll enjoy everything there.

With a reward this big, the competition is sure to be demanding. But rest assured, winning will be well worth the effort. Calistoga Ranch has everything you need to relax, recharge and enjoy the rewards of being the very best.

Remember, being the best is about more than sales volume. It's also about providing outstanding customer service. So, don't forget to include having the right parts available when your customer need them. You'll find a lot to be proud of in your sales volume in the President's Club getaway.

Good luck. I know that winning is well within your reach. And you and a guest will be the reward for your hard work.

Best regards,

CALISTOGA RANCH RESORT - AKA VALLEY

APRIL 11 - APRIL 14, 2012

CALISTOGA RANCH

Located in the heart of the wine country, Calistoga Ranch is a premier destination for those who seek a relaxing and rejuvenating getaway. The resort features a variety of accommodations, including luxury villas, cottages and a resort house. The property is surrounded by beautiful views of the valley and is a perfect location for a romantic getaway or a family vacation.

CALISTOGA RANCH RESORT - AKA VALLEY

APRIL 11 - APRIL 14, 2012

AAPA VALLEY

Experience the beauty of the valley with a hot air balloon ride and a horse-drawn carriage ride. The resort also offers a variety of activities, including golfing, tennis and hiking. The property is surrounded by beautiful views of the valley and is a perfect location for a romantic getaway or a family vacation.

CALISTOGA RANCH RESORT - AKA VALLEY

APRIL 11 - APRIL 14, 2012

ACTIVITIES

Experience the beauty of the valley with a hot air balloon ride and a horse-drawn carriage ride. The resort also offers a variety of activities, including golfing, tennis and hiking. The property is surrounded by beautiful views of the valley and is a perfect location for a romantic getaway or a family vacation.

CALISTOGA RANCH RESORT - AKA VALLEY

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ACTIVITIES

Experience the beauty of the valley with a hot air balloon ride and a horse-drawn carriage ride. The resort also offers a variety of activities, including golfing, tennis and hiking. The property is surrounded by beautiful views of the valley and is a perfect location for a romantic getaway or a family vacation.

Achieve

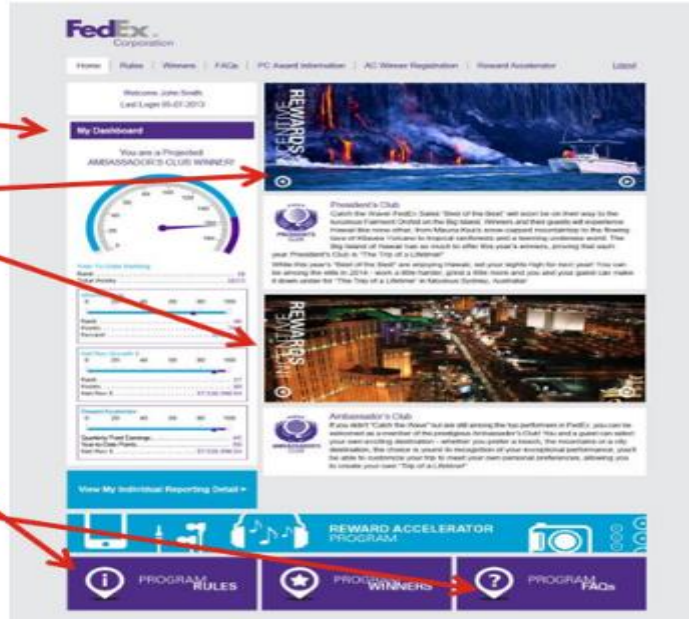
Provide guidance and status on accomplishments

HOW AM I DOING?
Personalized Dashboard w/ standings, leaderboards

WHAT MIGHT I WIN?
Compelling descriptions of all awards -- by Region

WHAT DO I NEED TO DO?
Streamlined rules presented, ability to drill down for more detail

NEED A LITTLE EXTRA HELP UNDERSTANDING?
FAQs for clarity, minimize confusion



The screenshot shows a table of employee performance data. The table has columns for 'Employee ID', 'Employee Name', 'Employee Title', 'YTD Sales', 'YTD Points', 'Incentive', and 'Action'. The data is filtered by 'Region' and 'Status'. The table shows a list of employees with their respective sales and points.

Employee ID	Employee Name	Employee Title	YTD Sales	YTD Points	Incentive	Action
2015-0001	JOHN SMITH	SALES REPRESENTATIVE	1000	1000	1000	View
2015-0002	JANE DOE	SALES REPRESENTATIVE	2000	2000	2000	View
2015-0003	JOHN SMITH	SALES REPRESENTATIVE	3000	3000	3000	View
2015-0004	JANE DOE	SALES REPRESENTATIVE	4000	4000	4000	View
2015-0005	JOHN SMITH	SALES REPRESENTATIVE	5000	5000	5000	View
2015-0006	JANE DOE	SALES REPRESENTATIVE	6000	6000	6000	View
2015-0007	JOHN SMITH	SALES REPRESENTATIVE	7000	7000	7000	View
2015-0008	JANE DOE	SALES REPRESENTATIVE	8000	8000	8000	View
2015-0009	JOHN SMITH	SALES REPRESENTATIVE	9000	9000	9000	View
2015-0010	JANE DOE	SALES REPRESENTATIVE	10000	10000	10000	View



Celebrate

Recognize and reward accomplishments during the incentive trip



Superior Guest Experience

Innovation **Lifestyle Events** Creativity

Quality vs. Quantity enhanced experiences

less structure *more personal time*

Enhanced entertainment **a choice in content**

boutique properties *re-imagined spaces*

Delight

As business partners, you can impact the success of the incentive travel **experience**



Understanding Your Participants

Design your program with every guest in mind



Learner

Likes to experience galleries, museums, and sites that bring the history and culture of the destination to life.



Calorie Burner

Likes to be active and exercise while taking advantage of the destination (hiking, biking, sailing, zip line etc.).



Connoisseur

Shoppers & Foodies who enjoy great food & wine experiences and like to symbolize their travel with purchases.



Lounger

Likes the resort experience. Enjoys laying by the pool or on the beach, a round of golf and the spa

If your group demographics are unknown, offer a diverse mix of activities and experiences

Personalization * Authentic * Experiential





CRYSTAL
AWARD
WINNER
Site

 **Microsoft**



EMEA GOLD CLUB
Sun City, South Africa
October 17-21, 2012

- 100% of Gold Club qualifiers were satisfied with the incentive trip to Sun City, South Africa
- 98% of Gold Club qualifiers stated that winning Gold Club has had a positive impact on their commitment to Microsoft
- 100% of qualifiers agreed that Gold Club made them feel appreciated for their contributions
- Highlights from trip included:
 - School Supplies Drive and Delivery was the most highlighted piece of the program by attendees with overwhelming amount of donations
 - Gala Entertainment from the drumming to the choir and the band, the guests loved it!
 - Everyone appreciated the safari gifts – guests continued to wear their safari hat or use their safari bag throughout the length of the program

Delivering Once in a Lifetime Dining Experiences

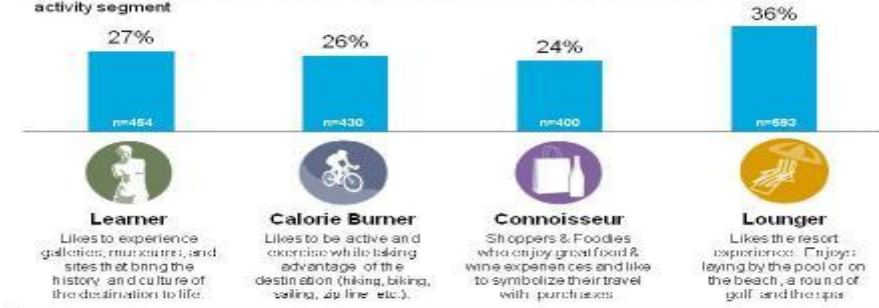


Promote

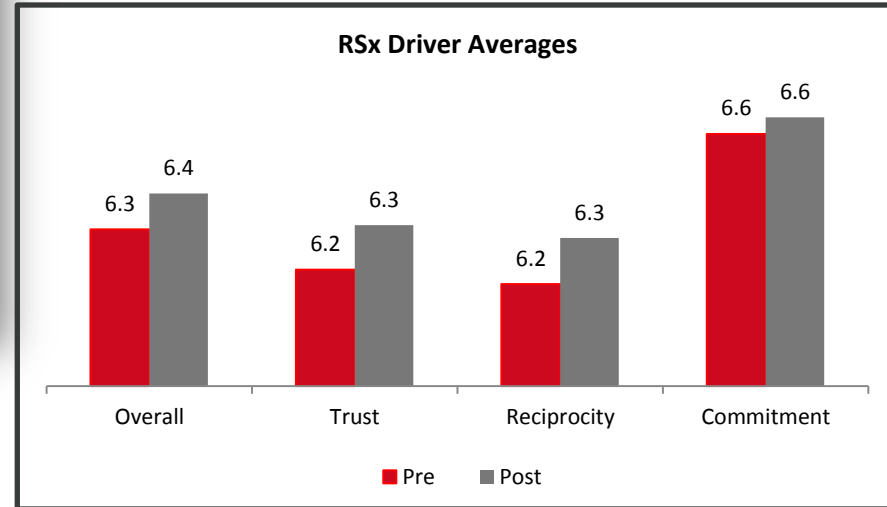
Leverage just-completed program results and participant feedback to drive optimal program design and excitement for next year's program

ACTIVITY SEGMENT BREAKOUT

- Activity segments based on respondents' interest level in various potential activities
- Segments are not mutually exclusive; respondents may have been placed in more than one activity segment



RSx Driver Averages



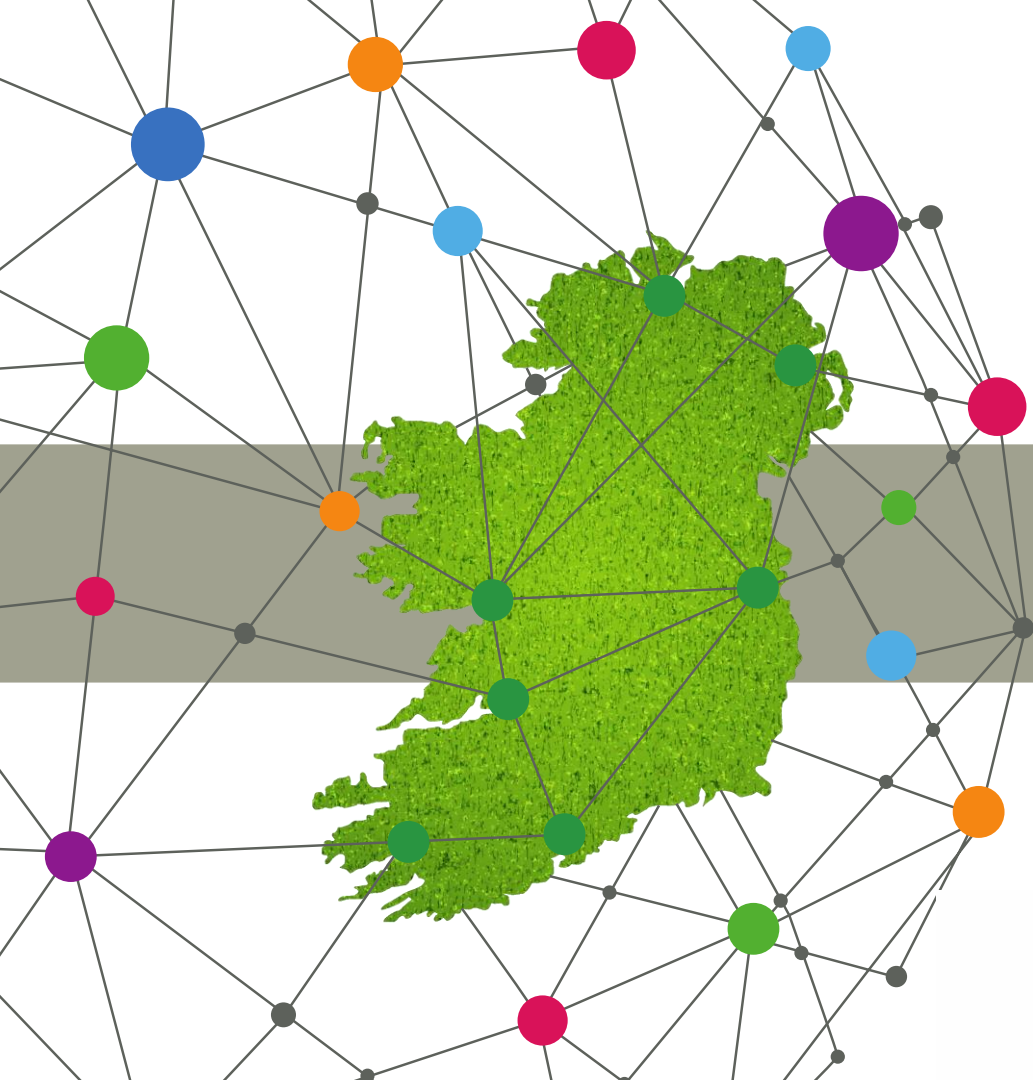
Other SITE Resources= www.siteglobal.com

- SITE Index
- CIS
- Global Conference
- On-line Learning

site

Society for
Incentive
Travel
Excellence

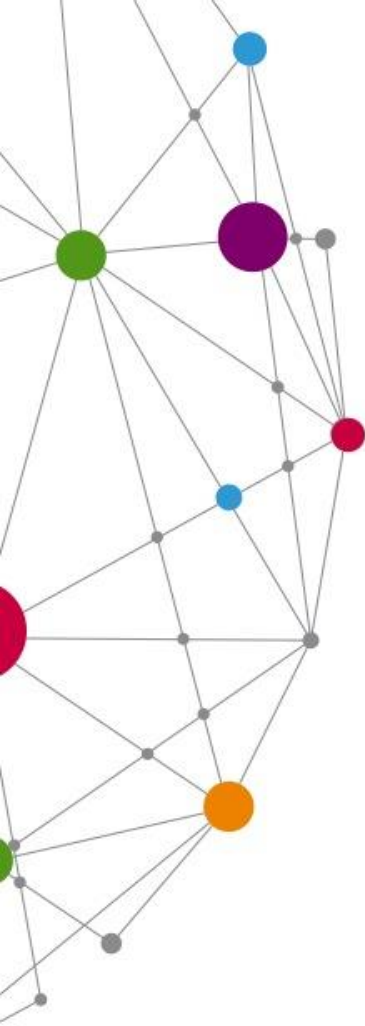
Your single source for incentive travel expertise.



Think Global
Act Local. ■

Going Above and Beyond:

Enhancing Site Inspections and Programme Operations



Going above and Beyond – Enhancing Site Inspections and Programme Operations

- **Anne DiGregory**, The Ritz-Carlton Hotel Company
- **Anne-Marie Rogers**, Direct Travel
- **Lynn Pavony**, Four Seasons Hotels and Resorts
- **Chris Wheeler**, Atlantis Paradise Island
- **Kevin Shannon**, Odyssey DMC
- **Aileen Zerbonia**, Infomatica
- **Pádraic Gilligan**, SoolNua, *Moderator*



Travel Trends and the Future of the MICE Industry





Travel Trends and the Future of the MICE Industry

- **Carina Bauer**, IMEX
- **Aoife Delaney**, Ovation Global DMC
- **Michele Samolides**, Microsoft
- **Rhea Stagner**, Maritz Travel
- **Martin Lewis**, CAT Publications, *Moderator*

The Last Word

Rhea Stagner,
SITE Foundation President 2017

Ken Lyons,
President, SITE Ireland 2016-2017

Ciara Gallagher,
Acting Head of Business Tourism & Events

site executive
summit 
IRELAND