

Fact File

Client	:	Financial Service company
Event	:	Sales Incentive Scheme
Location	:	New York
Attendees	:	25

Brief

This client wanted to introduce a company-wide incentive programme for their entire customer focused staff.

The scheme needed to be based on the staff's annual sales targets, with the top 25 staff being rewarded with a trip of a lifetime to a foreign destination.

The launch date of the scheme had to coincide with the staff receiving their annual targets. To maximise the staff's awareness of the scheme, support material would be needed for all the offices across the UK.

Our response

As this was the first year of the Incentive Scheme, the chosen destination had to be somewhere that had a WOW appeal but equally not a destination that couldn't be bettered the following year without going over budget.

New York was the chosen destination; the city has a high perceived value and is capable of hosting most groups on varying budgets.

Before guests departed for New York, they were invited to the Dinner at the Radisson Edwardian Hotel at Heathrow Airport. The dinner was attended by the Chairman and his Executive Team and gave them the opportunity to personally thank and congratulate the successful staff. Each guest was presented with a certificate and had their photo taken with the Chairman, this photo was framed, branded and waiting for them on their desk when they returned from New York.

In the morning, guests flew from Heathrow airport on two separate flights (for safety reasons) and stayed at the 5* Waldorf Astoria Hotel located in the heart of Manhattan. The stunning hotel is ideally located for unlimited shopping, sightseeing, entertainment and dining experiences, making it the perfect choice for an action packed itinerary.

As New York can offer so many different attractions, it was important that guests were given plenty of free time so they could explore as they wish.

On arrival at JFK, guests were transferred to Central Park by limousines where they enjoyed a traditional NYC welcome with a hot dog and beer. During their stay, guests experienced helicopter flights around the Statue of Liberty, watching Ice Hockey at Madison Square Garden, a top show on Broadway and a dinner cruise around Manhattan on the last night.



The itinerary was split into two days of activities and two days of free time. On the final day, guests walked over Brooklyn Bridge for a fantastic view of the city before a farewell drink at the River Café.

On the first day, we organised a group photo in the Financial District, during the stay the photo was branded, framed and delivered to each guest's room on the last night as a souvenir of their stay.



To promote the scheme within the company, we produced posters and brochures which informed the staff about the scheme and how they qualified and what they would experience in New York, if they were successful.

We also designed and produced invitations, itineraries and ticket wallets. All of these items, along with the brochure and posters, followed the same design and were branded with the client's company logo.

"The Sales Incentive has been a huge success since it was launched across the business. New York was a once in a life time trip and was full of spectacular experiences, which everyone is still talking about. We have now announced our next destination, and everyone is desperate to secure their seat on the flight for what is sure to be another memorable event."

Head of Sales