

Fact File

Client	:	Mitel Telecom Ltd
Event	:	Reward Programme
Location	:	Various
Attendees	:	40



Brief

Mitel ran a reward scheme every year for their sales personnel. This scheme was on a yearly basis and the achievers of the levels set were rewarded with a weekend at Castle Combe with their partners. This year however, the Sales Director wanted to offer something different, with the emphasis on 'Trying Something Different'

Our response

When a Sales Director wants to use the theme of 'Trying Something Different' every Event Manager knows they're on to a winner, and Jarvis Woodhouse Events took him literally at his word!

We designed an individual points earning scheme. If at the end of the year the Sales Managers reached their set targets they are given a number of vouchers. The scheme gave them and their families the opportunity to try something new. The scheme was completely flexible.

The scheme included:

- Microlight flying lessons
- Motor Cross training sessions
- Motor rallying
- Weekend of luxury at Lygon Arms
- Top voucher level worth a trip to New York for two

Each Sales Manager awarded vouchers, was provided with an information wallet outlining the different activities for them to try. A dedicated web site allowing the Sales Managers to look at the activities in detail and book on line.

"What a business booster, my only regret is we didn't think of doing it years before"
Sales Director – Mitel

