



Unleashing your data superpowers

TRIP QUALIFICATION

- > How do you incent new salespeople to earn?
- > How can I reward new sales earners while keeping veteran winners engaged?
- > We are new at this. Where do we start?

DESTINATION SELECTION

- > How do we market an unfamiliar destination to executives and to participants?
- > How do we choose destinations to appeal to a multi-generational workforce?
- > How do you align destinations to specific brand values?
- > What destinations exceed expectations and decrease costs?
- > How has social media and the influencer generation changed how we select destinations?
- > Younger generations tend to want once-in-a-lifetime, can't-do-on-your-own destinations with activities that are aspirational and beyond the norm. What are examples of activities or activations that fit those needs?

PRE-TRIP ENGAGEMENT

- > How do you excite different personalities about various aspects of the destination (personalization)?
- > How do you identify your audience personas? How do you excite the personas differently?
- > How do you incorporate gifting as a pre-trip engagement tool (knowing your personas and knowing what items are exciting)?
- > How do you keep momentum when the earnings window is long?

EVENT OPERATION/BUDGET

- > How do you exceed expectations with inflation/rising costs?
- > What behavioral shifts do you see incentive participants and travelers displaying that might impact future incentive operations?
- > How can supplier partnerships help inform decisions leading up to event operation? How can we work together?
- > What planning issues can historical context/data sharing help prevent from happening?

POST-TRIP

- > How can you translate the event experience to value for executives?
- > What should you be measuring beyond satisfaction (tracking post-trip sales numbers, performance for people who won and attended vs. those who won and didn't attend)?
- > What role do supplier partners have in the post-trip review process and proof of value?
- > What, if any, focus does your role or organization have on sustainability?
- > How has the post-Covid travel surge impacted partnerships and long-term planning for incentives (group size, planning window, cost, etc.)?