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CRYSTAL AWARDS

H&R BLOCK

Maritz Global Events®

H&R BLOCK AND MARITZ GLOBAL EVENTS

LOCATION: VARIOUS LOCATIONS, USA

AWARD CATEGORY MOST CREATIVE SOLUTION DEPLOYED AT A TIME OF CRISIS

PROGRAM NAME 2021 TOP PERFORMERS

CLIENT H&R BLOCK



site



CRYSTAL
AWARDS



“It was an honor to work with H&R Block on building the strategy and design and executing this program. Designing and delivering the individual experiences was hard work. But when we started to receive the emails and texts and photos from the winners — when we heard their stories — it confirmed that it certainly was work worth doing! The winners will never be the same as a result. We commend H&R Block for having the vision and the commitment to see this through.”

Tim Simpson, Brand and Engagement Chief Strategist, Maritz Global Events

“Providing the best expertise and care to our clients starts with providing a best-in-class workplace experience for our associates. Being able to deliver incredible, customized experiences for our top performers is an invaluable investment in our people and our culture.”

Karen Orosco, President, Global Consumer Tax and Service Delivery

H&R Block, a client of Maritz Global Events, has traditionally rewarded top performers each year with an exclusive, luxury group vacation. This kind of trip was not possible in 2021 due to the ongoing COVID-19 crisis, but H&R Block still wanted to reward qualifiers in a way they could not replicate on their own. Maritz Global Events deployed a new solution that celebrated winners in three distinct ways.

First was transforming the company’s previous single incentive trip into 28 personalized bucket list experiences, one for each qualifying top performer. Maritz Global Events relied on their Design Studio team to develop a customized strategy and design plan to survey each winner and learn what they would most love to do if time, money, and access were no longer obstacles. Maritz Global Events then worked with a wide network of local vendors and suppliers to make each bucket list wish a reality, ensuring experiences met an incredibly high bar while also ensuring experiences were relatively equal to one another and were within driving distance of the winner. These personalized experiences were critical in achieving the program’s main aim of giving qualifiers truly brag-worthy experiences they couldn’t create on their own.

Second, Maritz Global Events worked with H&R Block to recognize top performers during a virtual award ceremony designed to break through the screen and create a unifying, shared experience that would

unite the client’s team regardless of team members being distributed across the US. Importantly, the ceremony was rethought completely rather than simply replicating previous in-person experiences. For example, H&R Block’s President of Global Consumer Tax and Service Delivery recorded special individual videos for each winner, as one way of rethinking the kinds of personal touches attendees would normally experience when arriving at an in-person event.

Also adding to the unique feel of the virtual ceremony were surprise packages delivered straight to winners’ homes. These included high-end gifts, along with purely fun elements like bubble machines and confetti cake boxes that helped make for a memorable at-home celebration. The ceremony’s show-stopping moment was a timed reveal of everyone’s custom experience, where jaws hit the (virtual) floor when winners realized what they’d earned!

The final part of making sure this crisis-driven solution fully delivered its intended impact included involving the winner’s team in the celebrations. Each winner also earned a thank-you celebration for their team. This promoted further teambuilding and encouraged awardees to pass it on — and to even mentor future years’ winners!

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