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CRYSTAL
AWARDS



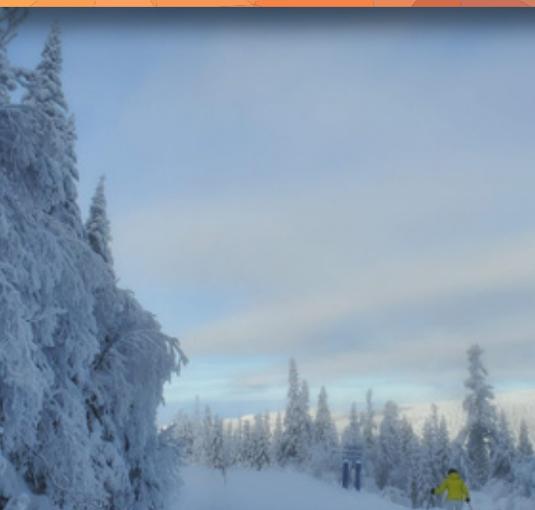
LIBERTY MUTUAL INSURANCE COMPANY

LOCATION: BOSTON, MASSACHUSETTS, USA

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: NORTH AMERICA

PROGRAM NAME TREK TO QUEBEC

CLIENT INTERNAL SALES REPRESENTATIVES



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“The Trek to Quebec program was a monumental opportunity for our winners to network and learn from senior leadership in a unique and intimate setting. Additionally it afforded them the chance to experience a new part of the world with memory-making activities, and return to the office re-charged and armed with plenty of brag-worthy moments! It hit all of the hallmarks of a great incentive program and with over 1/3 of the winners ultimately getting promoted and staying loyal to our company – we couldn’t have had a better outcome.”

Kristal Cardone, Director, Reward & Recognition Events

Liberty Mutual Insurance Company needed to find a monumental way for newer sales reps and managers to engage with senior company leaders. The organization wanted to ensure newer employees felt motivated and recognized, and also understood the company’s mission and vision. Doing so, they hoped, would increase employee engagement, increase productivity, and reduce employee turnover.

To accomplish these objectives, Liberty Mutual decided the only way to go was up — up north, that is! Organizers brought 20 reps, six executive hosts, and guests to the picturesque pedestrian village of Mont-Tremblant, Canada, for three nights in February 2020 as part of a “Trek to Quebec” incentive program.

This location, a true winter wonderland, was a direct contrast to the “sun and fun” many incentive destinations offer and that participants were accustomed to. Joked one planner, “It took quite a bit of convincing to get them to put the beach towels down and pick up the reins on the dog sled!” However, careful attention paid by organizers ensured the program went above and beyond in meeting its objectives — even in a snowy destination, deep into winter.

Special care was given, for example, to selecting a 5-star luxury boutique hotel with spectacular guest suites that were perfect warm retreats after full days of adventuring.

This also provided a “wow” factor that made every attendee feel like a celebrity.

When planning the program itself, a shared interest in adventurous outings was carefully balanced with the need to ensure activities were safe in winter conditions, and that suppliers followed humane and ethical practices. Organizers also made sure to support local and women-owned businesses, upholding the company’s diverse supplier corporate initiative.

“Trek to Quebec” left an excellent lasting impression, reducing employee turnover, making employees feel valued, and motivating them to achieve even better results. It provided a unique and intimate setting that helped employees recharge and earn substantial recognition. In post-program surveys, winners gave scores of 4.9 out of 5 when asked if they felt valued as an employee, and if they were motivated to qualify for future programs.

Also notable, 60% of the 2020 attendees qualified for the same contest the following year and 90% qualified for the company’s largest event. Moreover, 35% of attendees have since been promoted, an even further indication of their commitment to the company.

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