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CRYSTAL  
AWARDS



## AV BUSINESS & COMMUNICATION

### PROGRAM LOCATION: ARGENTINA

**AWARD CATEGORY** EXCELLENCE IN INCENTIVE TRAVEL: LATIN AMERICA & CARIBBEAN

**PROGRAM NAME** TODOS A BORDO 2022 ("ALL ON BOARD")

**CLIENT** GRUPO SAN CRISTÓBAL



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**“We are very glad and honored to earn our 4th Crystal Award. We have been participating since 2000 in this wonderful contest that features the best cases of our industry and raises the bar to all colleagues around the world. It is always heartwarming to be recognized and help at the same time to elevate the visibility of South America in the incentive map. Looking forward for new challenges in the upcoming years.”**

**Alejandro Verzoub, President**

When AV Business & Communication was tasked with planning a March 2022 incentive travel excursion through Argentinian wine country for approximately 40 top-performers and company executives, it proved to be an excellent opportunity to forge a new chapter of incentive travel excellence.

AV Buscom was given just over one month to plan a multi-wave incentive program for Grupo San Cristóbal, one of the largest insurance companies in Argentina. While Grupo San Cristóbal has used incentive travel before, they'd previously managed most of the travel and operations work internally.

This 2022 program and the first wave of qualifiers, then, was a chance for AV Buscom to flex their skills and provide their client with a standout experience.

An eager group arrived in Mendoza, the main wine production and exportation region in Argentina, for their “¡Todos a bordo!” (“All on Board”) incentive. Participants were delighted from the get-go, with a surprise culinary workshop and epic experiences at different wineries across the destination. Other highlights included ice-cold river rafting and an “asado” BBQ, a fun wine blending contest followed by a gourmet meal, a sensorial dark tent experience, a 4x4 Andes Mountain experience, and a pintxos and tapas workshop in Buenos Aires before departure.

This proved key in accomplishing one of Grupo San Cristóbal's main goals for the incentive, which was to increase relationships between the company's clients and members

of the commercial team who were also on the program. AV Buscom thoughtfully incorporated a mix of relationship-building activities throughout the program's many stops across Mendoza, to intentionally mix clients and staff and ensure everyone had meaningful opportunities to connect.

They also paid special attention when designing the program's welcome dinner, cognizant of the fact that most of this group did not know each other in advance. AV Buscom led with an interactive and fun opening night that got conversations buzzing instantly.

This incentive program was also a sustainable one, another key priority for AV Buscom's client. The team paid close attention to sourcing practices, tapping well-known socially minded and environmentally conscious brands like Patagonia as gifting partners for Grupo San Cristóbal's qualifiers.

The end result was a smash-success of a trip, with participants treated to tailor-made experiences beyond the typical tourist circuit. The payoff was clear for the client's bottom line, too. Sales levels increased by 70 percent compared to the previous year.

This incentive was truly a transformational trip that earners simply would not have experienced without the trusted expertise and connections of a company like AV Buscom.

**AV Business & Communication**  
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