

site



CRYSTAL
AWARDS

streamlineevents^{LLC}

STREAMLINEEVENTS

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: LATIN AMERICA & CARIBBEAN

PROGRAM NAME PRESIDENT'S CLUB 2023

CLIENT CONFLUENT





When our clients mentioned they wanted to shake things up, we were completely on board. We loved the opportunity to do things differently for this program and give attendees what they want — more flexibility, more downtime, and great ways to connect with their peers and executives. While giving attendees the freedom to choose their involvement in group activities, we also wanted to curate amazing experiences that they wouldn't want to miss. Ultimately, this new format led to an overwhelmingly positive response. We're already looking forward to next year's Club!

- Anne Gorman, streamlineevents

streamlineevents set aside traditional design elements, opting instead to give their software client a program packed with plenty of choice — and free time — when rethinking a May 2023 Caribbean-based incentive travel reward.

streamlineevents was initially approached to help their client renegotiate a pandemic-era program in St. Kitts & Nevis. This ask evolved though, with streamlineevents ultimately tasked with reimagining and restructuring a program that brought the client's sales and leadership teams together for a travel reward that would leave qualifiers incentivized to perform even better during the next earning period.

streamlineevents' client shared at the outset that they'd noticed some demographic shifts in who was qualifying for the reward. It felt important to the client to still give earners, especially newer and younger qualifiers, exposure to the leadership team as part of feeling rewarded — but the client was adamant about eschewing a conventional agenda.

If participants had wanted to lean into leisure time, that was fine. That definitely didn't happen though, with streamlineevents pulling together tons of tantalizing options to keep qualifiers engaged, no matter what personalized path they picked!

To help guide choices, streamlineevents created a custom travel magazine for qualifiers, all expertly curated to generate excitement.

The fun and energy continued onsite, too. Participants loved an optional dine-around one night that placed people into small groups and granted exposure to colleagues from all around the world. It felt “super unique,” said one attendee, to spend time that way instead of around a loud banquet table in a packed ballroom.

Despite activities being optional, an adventurous team-based CSR activity was the highest-rated portion of the entire Nevis program — a first for the client. Qualifiers and their guests raced around the island in open-air jeeps to solve clues and collect supplies that were then donated to local school children.

Reworking the group's initial agenda into a more responsive program generated huge returns for the client, with post-event feedback that speaks for itself: 97 percent of attendees were satisfied or very satisfied with the Nevis program, and a perfect 100 percent were equally satisfied or very satisfied with the evening events.

More free time and more choice proved just as motivational, with expertise from streamlineevents delivering standout results for one very happy client!