

site



CRYSTAL AWARDS



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# SYNERGY EFFECT

**AWARD CATEGORY** EXCELLENCE IN INCENTIVE TRAVEL: ASIA PACIFIC

**PROGRAM NAME** PINNACLE CLUB 2023

**CLIENT** ANONYMOUS



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An action-packed Pinnacle Club program drove sales and provided powerful community returns for Synergy Effect's Oceania-based building client.

This group of 150 qualifiers made Queenstown, New Zealand, their homebase for several days. Synergy arranged for an exclusive buyout of the group's host hotel and transformed it into the "Pinnacle Lodge" for the program.

There was little time to rest though, with a rowdy group that expected to be kept busy. Synergy's client made it clear that "bragging rights" were a must, with participants most interested in high-octane activities that would leave them with truly epic stories to share with colleagues, family, and friends back home.

This program had to start big and stay big, Synergy knew — while also holding true to their own incentive design ethos that stresses group and destination-exclusive activities. The team worked closely and creatively with the local Queenstown community (which was just beginning to return to its pre-pandemic tourism levels) to coordinate helicopter rides, jet boat jaunts, and memorable celebratory dinners.

Always up for unconventional offerings too, Synergy also built a "personal empowerment session" into the program. This kind of individual business development activity would not normally be a go-to selection given the client profile, but it proved to be a hit nevertheless, with surprisingly delightful opportunities for participants to step in and support one another around upcoming headwinds that could challenge their business.

Synergy also created a home building showcase, viewing latest industry trends by giving the group a chance to see some of their products being used on worksites in

and around Queenstown — allowing participants to flex their expertise before departing!

Overall, Synergy had to be creative with how they coordinated group flow, taking care to make sure competitors didn't inadvertently mix; that participants didn't stray to nearby pubs and miss out on nightly programmed entertainment; and by smartly tapping members of the client's management team to be responsible for their own "flock" of participants so no one was left behind.

The hard work resoundingly paid off, with Synergy's efforts delivering just-as-epic results for their client. Qualifiers exceeded their sales targets by 45 percent to earn a spot on the trip, proof-positive of the hard dollar returns incentive travel rewards generate.

With the program framed in an inclusive way that offered opportunities to qualify for employees throughout the client's value chain, this program also generated strong positive comments about multiple chances participants had to connect with one another — despite muted interest at the outset around any "team-building" outcomes.

People who started as strangers — with about 80 percent of each year's group attending a corporate event for the first time — felt like they "really connected" and left feeling like the company is "interested in building a community."

Synergy, then, delivered invaluable soft power benefits too, that will no doubt strengthen their client's future outlooks.

**Michael Fleck**  
**Synergy Effect**