

site



CRYSTAL
AWARDS

CWT

CWT MEETINGS & EVENTS

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: LATIN AMERICA & CARIBBEAN

PROGRAM NAME WORLD CHALLENGE PANAMA

CLIENT ANONYMOUS





**CRYSTAL
AWARDS**



“At CWT, we are thrilled and honored to be a 2025 SITE Crystal Award winner. This incentive trip in Panama is particularly special, as our team was able to incorporate our client’s vision of one human-centric event without borders. To be recognized on an international stage is truly special, and a testament to our team’s dedication and passion. Huge congratulations to our incredible team that brought this vision to life!”

- Tammy Morgan, Vice President, Customer Solutions Organization

A December 2023 incentive program in Panama showcased the power of human-to-human connections, delivering incredibly impactful returns for CWT Meetings & Events.

CWT works with their client, a global real estate brokerage, to design luxurious incentive experiences that bring the client’s top performers to destinations that are not easily accessible or typically frequented.

Through close collaboration, each year’s program provides a strong sense of community, ensuring attendees return “with more open hearts and a feeling of camaraderie.” Their client also measures the ROI of each year’s incentive based on how well different program elements connect directly to their company’s values.

To achieve all of this within a single program, CWT created a varied agenda for 70 attendees from eight countries. Two specific moments, however, made the group’s time in Panama shine especially bright and best showcased the humanity and passion that united attendees.

Qualifiers spent one day playing games with residents of Casco Viejo, a UNESCO World Heritage site.

Attendees discovered this culturally rich neighborhood and connected with locals by playing soccer with local children, getting surprisingly competitive over games of dominoes, enjoying street salsa dancing lessons, and painting a mural with members of the community. The setting proved especially resonant with its mix of French, Italian, and Spanish cultural influences that mirrored the blended cultural backgrounds of attendees, too.

The highlight of the week for CWT’s client though was an opportunity to spend a day with the Emberá tribe, one of seven remaining indigenous tribes in Central America. During this day, qualifiers learned about Emberá culture and tried traditional dances, cooking, and crafts.

This experience was unanimously ranked as the most exceptional moment in the post-event survey, with one attendee saying, “these magical moments have woven indelible memories into the fabric of my life.”

Both days were made possible in part by working smartly with local partners. CWT specifically chose to work with Tucaya Travel as a local DMC partner, for instance, crediting the DMC’s reputation for exploring new and unique experiences in Latin America that CWT knew would leave a tremendous impact on attendees.

Additional qualifier feedback reinforced just how moving and meaningful this incentive was. As another attendee wrote, “A unique experience to live! We come back with a head full of ideas, re-boosted like never before and with an even clearer vision.”

A third attendee reflected, “Each unique experience, each adventure shared with exceptional souls illuminated our existence with positivity. With remarkable colleagues, each shining in their own sphere, this escapade was much more than a trip, it was a precious moment of human enrichment!”



CWT Meetings & Events would also like to thank Sofitel Legend, Tucaya Travel, and Air France for helping support this award-winning program.