

site



CRYSTAL AWARDS

Ladidadi
EVENTS + INCENTIVES

LADIDADI EVENTS & INCENTIVES

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: NORTH AMERICA

PROGRAM NAME SHIPBOB 2024 PRESIDENT'S CLUB

CLIENT SHIPBOB





**CRYSTAL
AWARDS**

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“Ladidadi is dedicated to collaborating with our clients to create meaningful celebrations that honor their top employees and are reflective of each unique company and event location. The success of the 2024 ShipBob President’s Club stemmed from infusing distinct event details that aligned with their company culture, demonstrating our deep understanding of the team’s core values. We are passionate about our work and are truly honored to receive this SITE Crystal Award!”

- Noelle McInerney, Founder & CEO at Ladidadi

A rockin’ time in Los Cabos, Mexico, featured the exact right playbook to score a 2025 SITE Crystal Award for Ladidadi Events & Incentives.

Ladidadi’s longtime client, a leading global omnifulfillment platform, works with the Ladidadi team each year on an incentive program that celebrates the client’s yearly award-winners and thanks top-performing team members for their impactful contributions. Each year’s reward is also thoughtfully designed by Ladidadi to encourage employee bonding and motivate qualifiers to achieve the same level of excellence in future years.

To deliver standout results and continue meeting their client’s high expectations, Ladidadi focused on two key areas as part of this award-winning February 2024 program in Los Cabos.

Top of mind for Ladidadi was looking after guest experience and comfort to ensure the program truly was rewarding. Important for the Ladidadi team, then, was selecting the right host property.

Ladidadi tapped an all-inclusive hotel partner, granting guests the opportunity to enjoy the expected creature comforts of their high-class luxury accommodation, while also allowing the Ladidadi team to put more of the program budget toward the team’s second area of focus: creating memorable moments.

The Los Cabos program began with a bang, as the all-inclusive savings allowed the Ladidadi team to treat client attendees to a fun surprise local tequila tasting during the welcome reception.

Energy only increased from there, with an all-star awards dinner & ceremony that took center stage as one of the most memorable moments in Mexico.

More than 50 winners were recognized in front of invited guests and company leaders. Each qualifier enjoyed personalized touches emphasized during the ceremony, with everyone brought onstage via a personally selected walk-up track before receiving personalized recognition from the company’s CRO related to their individual 2024 achievements.

Stealing the show though was a private rock concert headlined by Billboard Chart-topping band “Lit.” The group rocked out on one night of the program and mingled with the group during their entire time onsite — meaning attendees actually partied *with* rockstars, not just *like* them!

Topping off the many memorable moments was a Super Bowl watch party in a private reserved area of the resort, decked out in company branding.

This entire incentive experience went way beyond giving reward-earners a well-deserved escape from the cold Midwestern winter weather. Post-program, Ladidadi’s client reported that attendees rated the Los Cabos program as the best President’s Club to date. The client also pointed to the stronger overall bonds and sense of unity the program created.

All of this will continue growing successes and strong leadership for the client — and is already driving fierce competition, with employees working hard to qualify for the company’s 2025 incentive!



Ladidadi would also like to thank Secrets Puerto Los Cabos Golf & Spa Resort, Tropical Incentives, Juice Marketing, Del Cabo Events, and Lit for helping support this award-winning program.