

site



CRYSTAL AWARDS

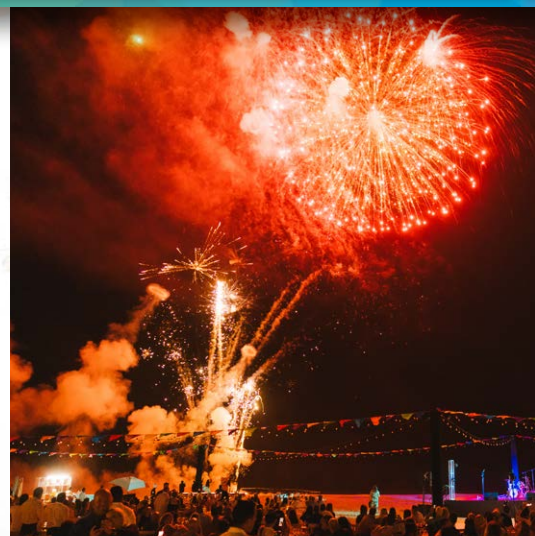
meetings & incentives  
WORLDWIDE, INC.

# MEETINGS & INCENTIVES WORLDWIDE

**AWARD CATEGORY** MOST CREATIVE SOLUTION DEPLOYED TO OVERCOME ADVERSITY

**PROGRAM NAME** REACH FOR THE BEACH

**CLIENT** ANONYMOUS





**CRYSTAL  
AWARDS**



**“It is an honor to be presented with a SITE Crystal Award. We always strive to deliver unforgettable experiences, but this program brought a new meaning to the word. We are proud of our M&IW team for thinking quickly, keeping everyone safe, and still delivering an exceptional program. We are also grateful to our client for trusting us every step of the way, and we can’t wait to do it again in 2025 — hopefully without a hurricane this time!”**

**- Tracy Norum, CMP, CITP, CIS, Senior Director of Incentives & Engagement**

A two-wave program created more than a few ripples for Meetings & Incentives Worldwide (M&IW) when nature decided to make a few splashes of its own — with a hurricane disrupting an October 2023 incentive in Los Cabos, Mexico.

M&IW’s collaborative spirit, adaptability, and level-headedness resulted in a stellar experience for all participants despite this weather-related challenge: earning M&IW a 2025 SITE Crystal Award for their keen ability to overcome adversity.

The M&IW team was already onsite in Los Cabos, preparing to welcome the first of two 600-person waves for their client’s top sellers’ program. This annual incentive is designed and planned with the same inclusions and budgets for both waves of qualifiers so everyone feels equally celebrated and acknowledged: no easy feat on its own!

When M&IW got the news during their final pre-program prep that Hurricane Norma was fast-tracking toward their Los Cabos resort, M&IW immediately jumped into proactive planning mode.

The team held daily onsite meetings with the hotel and began drafting communications for a variety of scenarios — meaning they were fully prepared when they quickly had to enact their contingency plans.

When it became clear the first wave could no longer take place because of the hurricane, M&IW sent immediate notices to qualifiers informing them of the change of plans, with a promise that the team would do everything in their power to reschedule the incentive exactly as initially promised.

With the team securing some of the literal last airline seats out of Los Cabos before the hurricane hit, M&IW decamped temporarily to Arizona with their client to begin reworking plans: ensuring wave two attendees would still have an amazing time and exploring options to reschedule the first wave.

The “Norma Nine,” as the team jokingly called themselves, returned to Los Cabos just 72 hours after the hurricane hit so M&IW could successfully welcome wave two guests.

M&IW also began working with the host hotel and other vendors to move rescheduled program dates into the 2024 high season without compromising the program budget.

M&IW’s strong working relationship with these supplier partners proved vital as they successfully rescheduled the program while honoring all original agreements. The team ultimately delivered the exact same experience, down to an awe-inspiring fireworks display, during the rescheduled program. Throughout fast-moving, constantly shifting conditions, M&IW made sure all parties felt taken care of and were confident that M&IW would find a fitting solution.

On reflection, this adversity-filled experience actually had many silver linings, M&IW said. Managing the entire journey was an excellent encapsulation of the hard work, dedication, kindness, and compassion present on both teams — making this a truly rewarding incentive in the end, one that will motivate and drive everyone involved for many weeks and months ahead!



*Meetings & Incentives Worldwide would also like to thank Hyatt Ziva Los Cabos, Amstar, and Mexico Giveaways for helping support this award-winning program.*