

site



CRYSTAL
AWARDS



CREATIVE GROUP CANADA

DESTINATION: WASHINGTON, DC

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: NORTH AMERICA

PROGRAM NAME CHAIRMAN'S COUNCIL CONFERENCE

CLIENT ANONYMOUS



“We are honoured to be recognized with a prestigious SITE Crystal Award! Our team was committed to creating a unique and memorable experience that showcased the destination and achieved the objectives of our client partner. The success of this event is a testament to the power of incentive travel to help people thrive and impact business results.”

Karen Weegar, Account Executive, Creative Group



The Chairman’s Council Conference is a reward and recognition program for Investment Advisors from the Wealth Management division of a major Canadian Financial Services Institution. These advisors manage the portfolios of high net-worth clients. They represent the top 10% of employees in this business unit and qualify for this event by attaining the highest levels of sales and revenue production.

Delegates are extremely well-travelled, not only via Chairman’s Council programs, but also on a personal level. They are accustomed to deluxe programs with high-touch service and are exacting in their expectations. While this program is typically 5 nights/6 days and has been held in many exciting international destinations around the world, an executive decision to pull back on scope and budget for 2019 resulted in the selection of Washington D.C. for the conference. The biggest challenge was getting qualifiers to open their minds to the city and to fully immerse themselves in the programme.

The client’s main objectives for this program are to offer education; recognize qualifiers achievements; allow time for networking with executives and colleagues, and inspire and motivate future performance. Creative Group

Canada succeeded in meeting all of these objectives, verified through a post event survey which saw over 90% of respondents rating the program as “very good” or “excellent”.

In terms of education, this destination provided a unique opportunity to embrace the idea of “Power and Politics in Washington.” It featured an array of high-profile speakers, such as James Comey, former head of the FBI; John Brennan, former director of the CIA; and renowned author, journalist and Pulitzer prize winner Bob Woodward of the Washington Post. The line-up of guest speakers was most definitely a highlight and one that many attendees said would not soon be forgotten.

Overall the programme was a huge success, with many qualifiers commenting about how surprised and impressed they were with Washington, DC as a destination and what it could offer. It is clear that hearts and minds were transformed on this program – one of the true goals of incentive travel.

For further details please contact:

Karen Weegar

kweegar@creativegroupinc.com