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# Topics

- Criteria for selecting an incentive destination
- Popular destinations for the Chinese market
- Request for Proposal (RFP)
- How to be successful
- Global trends
- Final thoughts



# Criteria for selecting an incentive destination

- Kind of destination
- Previous experience
- Budget
- How many days are available
- Safety of a destination
- Political and economic stability



# Criteria for selecting an incentive destination

- Has enough to offer (culture, history, excursions, shopping, etc.)
- Quality hotels & restaurants
- Modern infrastructure
- Sufficient airlift
- Experienced DMC's



# Popular destinations for Chinese market

- Asia
- Australia/New Zealand
- North America
- Europe
- South Africa
- Gulf States



# Request for proposal (RFP)

## What should be on a RFP?

- What is the purpose of the incentive?
- Previous experience
- Dates, are they flexible?
- Number of participants
- Number and kind of rooms
- What kind of hotel or resort



# Request for proposal (RFP)

## What should be on a RFP?

- Kind of participants
- Active of less active program
- Any meetings or teambuilding
- Budget
- Competition of other destinations
- Competition of other suppliers



# Request for proposal (RFP) Responding on a RFP?

- After receiving an RFP, call or Skype the sender
- Check if you have all the information
- Do not copy and paste
- Be creative: catch buyers attention
- Under promise and over deliver
- Provide “added value”



# Request for proposal (RFP) Responding on a RFP?

- Proposal should be text AND pictures
- Prices should be line itemized
- Stay within the budget
- Meet the deadline
- Communication is key
- Contact your partners on a regular basis



# How to be successful

- Choose the right partners
- Become a member of an industry association
- Educate yourself and your staff
- Be ahead of the mainstream
- Visit tradeshow like CIBTM



# How to be successful

- Have an up-to-date website
- Use modern social media
- Pay on time
- Be passionate
- Be honest



# Global trends

- General worldwide economic recovery
- Strong performance in BRIC countries
- 70% of growth from emerging markets
- Fear about oil prices and air fares
- Economic uncertainties
- Deficit and downgrade in USA
- Continuing problems in EU countries



# Touristy trends

- 3 billion inhabitants of the world are moving from poverty to middle class
- World Tourism Organization predicts that Chinese outbound travel will reach 100 million in 2020
- In 2011 54 million Chinese tourists will travel the world; will rise 10%-12%
- Chinese tourists are the largest tourism group in Asia and the biggest spenders



# Touristy trends

- Fastest growing tourism segment from China to USA and Europe
- Travel from China to USA will rise 53% in 2011
- Visa policies might harm international tourism



# Social trends

- 10.000 USA baby boomers (born between 1946 and 1964) per day retire in the next 20 years
- Generation Y (born between 1980 and 2000) is the largest consumer group in history
- Social media working into the mainstream
- Explosive use of mobile technology



# Social trends

- Technology is changing the way we live and work
- Innovation is key to success
- Sustainable practices
- Reduce carbon footprint



## Final thoughts

- I hope you learned something which you can take away and use in your daily business
- It is a constant battle to please every partner
- Stay positive and be passionate
- It is a great industry to work in
- Success in your careers

# Questions

- Are there any questions or remarks?
- Come and see me after this presentation
- Write me an e-mail

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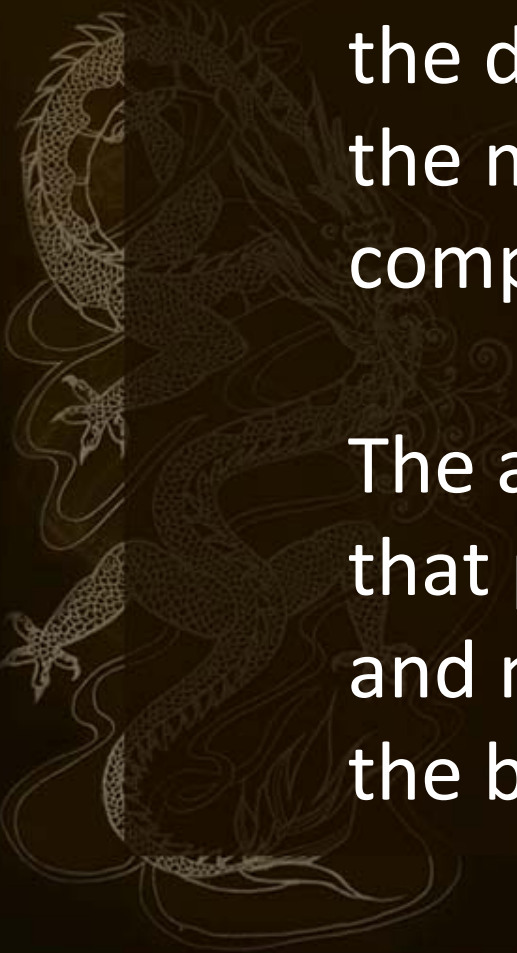
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The art of motivation in  
the year of the Dragon




With the strength, passion and heart of the dragon, people in work places are the most important determinants of company success.

The art of motivating and unleashing that powerful energy is not mystical and nor does it require force to tame the beast



**Why do I want to  
share this with you?**



# The top corporate people issue in the PRC is that of Employee Retention

- Pacific Briggs puts turnover of staff at 15% p.a upwards.

**Retaining and inspiring the people  
in a business is multi faceted**

**A key solutions is the development  
of a recognition and reward  
solution that is motivational and  
effectively administered**

## Typical Achievement Profile in Companies Today

Top  
10%

- High Achievers who are self motivated

Vital 80  
%

- **The backbone of the group**, react positively, but may not be working to full **potential**

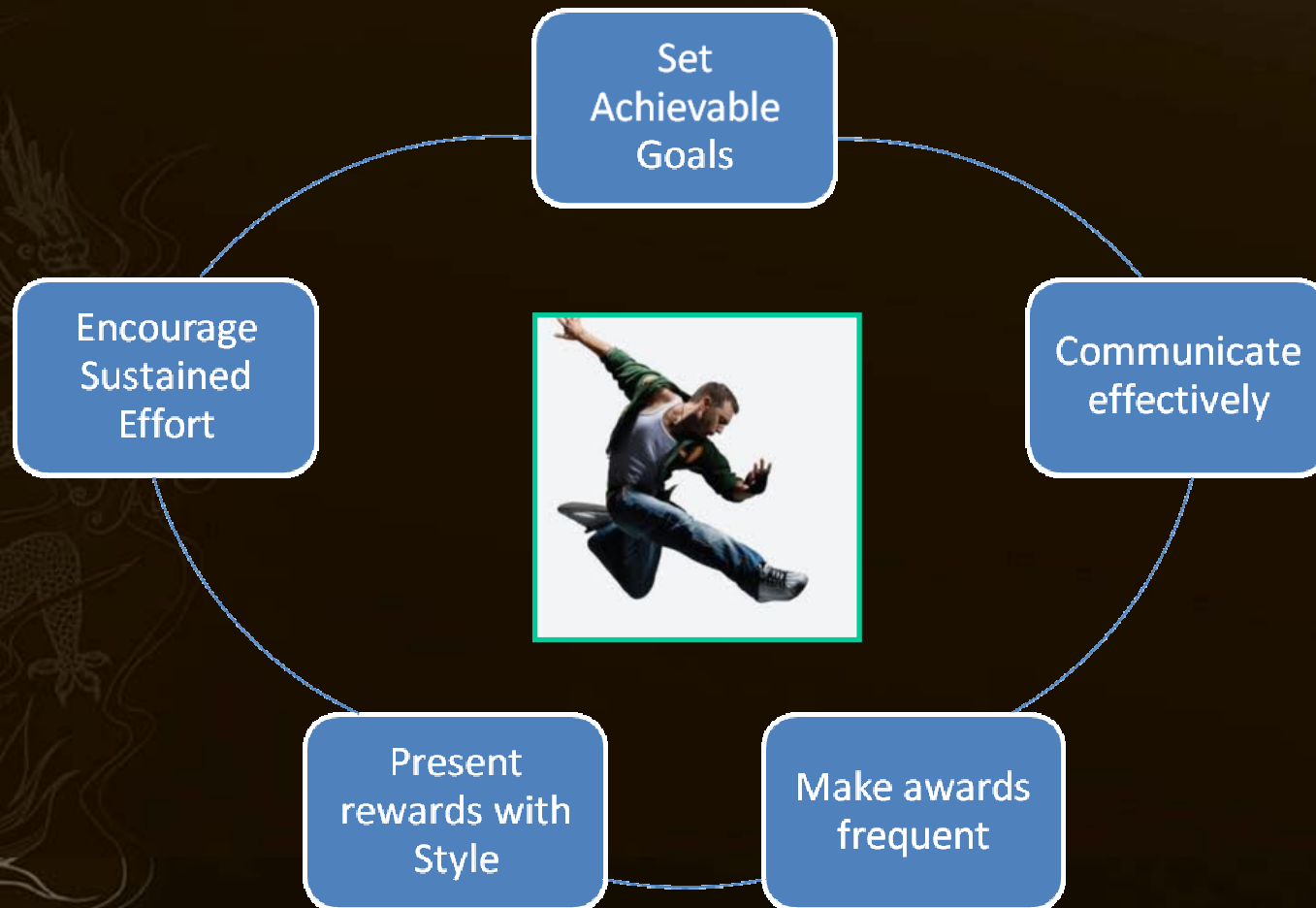
Bottom  
10%


- Consistent non achievers

Focus on motivation the **80%**, to create maximum transformation



# The Motivational Plan



- 
- Travel
  - Lifestyle prizes
  - Gift and Debit

Cards



Life in Motion

acer

User Name:  
acer

Password:  
[input field]

First time logging in? [Click here](#)

Have you registered? If not [Click here](#)

[Forgot your password?](#)

Login

Home | My Details | My Points | Claim Sale | Catalogue | My Goals | Programme Rules

acer

HOME

Welcome Kyle | You have no new points , and 0 available points | No new mail messages

Goals

Name: P100 NIKON COOLPIX 10MP HDR BLACK CAMERA  
Point Price: 45755

Name: Woolworths Voucher - R500  
Point Price: 7050

Buy it now View / buy

## Employee Recognition

- ◆ Enhanced commitment
- ◆ Motivation
- ◆ Reinforced behavior
- ◆ Boosting morale
- ◆ Retention & Loyalty

## Sales Incentives

- ◆ Goals and measurements
- ◆ Attainable targets
- ◆ Ongoing communication
- ◆ Focus & inspire sales force
- ◆ Increase in performance

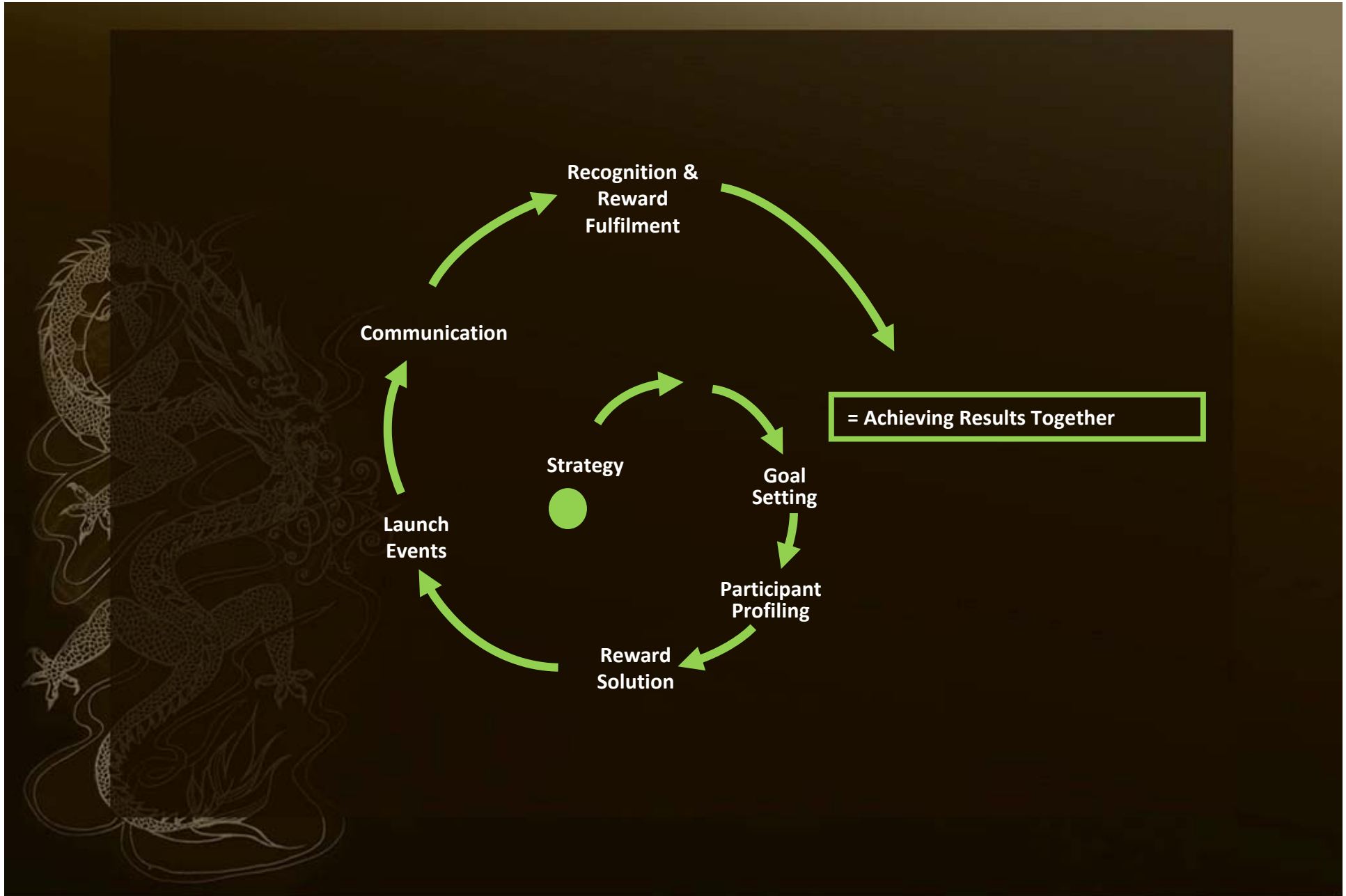
## Dealer and Channel Incentives

- ◆ Loyalty to the brand
- ◆ Partner support
- ◆ Maintaining relationships
- ◆ Sales product training
- ◆ Partnership investment



## Value of Engaged Employees – Facts

- 55% of employees are not engaged / only 29% are engaged and 16% are actively disengaged (destructive)
- 85% of engaged employees intend to stay with their current employer thereby eliminating recruitment costs.
- Raising an employee's engagement to a higher category yields about a 20% increase in performance. Conversely, companies with low levels of engagement have seen a 32% decrease in productivity.
- In a 10-year study that compares six Fortune 500 companies with high employee engagement ratings against six with low levels of engagement, the higher rated companies outgrew the latter by roughly four-to-one.



# Thank You



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