



Promoting Incentive Creative Excellence (ICE) in Canada

2016 SITE Canada National Excellence ICE Award

Objective and Qualification

The objective of this prestigious award is to recognize a creative and impactful initiative developed by a SITE Canada member, aimed at promoting the growth of the incentive travel market within Canada. Special consideration will be given to promoting collaboration with destination partners, and to showcasing the cultural and unique elements of that particular region. It applies to both group and individual incentive travel programs.

This category can feature a Canadian-based motivational event, an innovative use of a venue, a unique way of showcasing a destination, a creative destination marketing campaign or incentive campaign designed and managed by a SITE Canada member. Creativity and unique approaches to highlighting the culture, food and 'sense of place' of a Canadian destination will be key factors. Entrants are asked to highlight how this program has promoted the growth of the incentive travel industry within Canada.

Applicants may include any SITE Canada DMC, DMO, tourism bureau, hotel or venue member in good standing. This category is open to any SITE Canada member who has developed, created and managed an outstanding incentive destination program or event within an event in Canada, as it relates to marketing and/or promotion of a Canadian destination. A single 2016 ICE Award will be bestowed on the entrant who earns the highest points among applicants.

Criteria

Entries in this category will be awarded points on the criteria below. There are 95 total points with up to 10 additional bonus points.

- Destination collaboration **20 points**
- Creativity of program **20 points**
- Marketing **15 points**
- Showcasing culture and destination elements **20 points**
- **Bonus points** (up to 5 points each) will be given to an application that outlines:
 - Innovative solutions/overcoming (a) challenge(s)
 - 'Green'/sustainable initiatives
 - A CSR element **15 points**



Destination collaboration – 20 points

Describe how your program was unique and creative and linked inextricably to the chosen Canadian destination. Share ideas of how you engaged your supplier partners to create a memorable experience through the life of the Incentive program – from the launch of the program, the promotion, the announcement through to the trip delivery. Describe how you promoted the destination to the target audience and outline the demographics of attendees. Highlight how you created a lifetime experience in a Canadian destination that the winners could not create on their own.

Creativity of program – 40 points

Identify areas within the program or event that illustrate your creativity. Provide examples of unique motivational experiences relating to the destination where the guests and winners felt rewarded and special. How were the destination's culture, food, history, activities and iconic tourist attractions incorporated into the event or program to provide the ultimate, memorable experience that is tied directly to that locale?

Marketing – 15 points

Provide details on how the destination was marketed to the targeted audience. How did you engage your supplier partners to support and market the program with you? Include details about your program that feature your DMC, DMO, CVB, hotel, local venues, airline and transportation partners.

Showcasing culture and destination elements – 20 points

Entrants should showcase how they featured the destination in a unique way to the attendees. How did the attendees learn from engaging activities and motivational experiences in that particular destination? How was the culture distinguished from other destinations in your program design and execution, specifically the food, wine, attractions, art, culture, language, sport, history and other aspects?

Bonus opportunities – 5 points each to a maximum of 10 points

Provide examples of challenges you encountered leading up to the program, or at the destination, and how you provided innovative solutions. Describe in full detail.

Provide examples of 'green' or sustainable initiatives that you incorporated into your program design and execution. Describe in full detail.

Provide examples of Corporate Social Responsibility (CSR) elements or charitable givebacks that you planned and executed. Describe in full detail.



How to apply for SITE Canada National Excellence ICE Award:

- marketing materials, brochures
- photos, Happy Snaps reels, PowerPoints
- videos (not more than 3 mins) (Optional)
- metric measurements
- post-evaluation survey summary
- supporting partner material (i.e. letters from destination hotel partners, A/V company, etc.)

The qualification period is January 1, 2016 to December 31, 2016

The deadline for submissions is January 23, 2017

Submission information for the SITE Canada Program Excellence ICE Award

may be found on the last page of this document.

SITE Canada National Excellence ICE Award Winner will receive:

- SITE Canada National Excellence ICE award
- formal announcement in front of the audience at the SITE Canada AGM
- announcement on SITE Canada website
- feature article in *SITElines*
- use of ICE logo on website, business cards



SITE CANADA ICE AWARDS APPLICATION

Please complete the application information below and submit your application no later than **January 23, 2017** to the SITE Canada office via email to office@sitecanada.org or by post to SITE Canada, 6700 Century Ave, Ste 100, Mississauga, ON L5N 6A4.

If you have any questions regarding your application please contact the SITE Canada office at office@sitecanada.org.

Applicant's Name: _____

I confirm that I am a current SITE Canada member in good standing

Company Name: _____

Telephone: _____ Extension: _____

Email Address: _____

I am applying for (please check one):

SITE Canada Program Excellence ICE Award

SITE Canada National Excellence ICE Award

Please list the supporting materials included in your submission:

Thank you for your application and good luck!