



## Promoting Incentive Creative Excellence (ICE) in Canada

### 2016 SITE Canada Program Excellence ICE Award

#### Objective and Qualification

The objective of this prestigious award is to recognize excellence in the design and execution of an incentive program, created and managed by a SITE Canada member anywhere in the world. It applies to both group and individual incentive travel programs.

Creativity and unique approaches in highlighting the destination and customized program elements will be key factors. Entrants are asked to share feedback from attendees and partners to demonstrate the measured success of the program. Consideration will be given to a program that promoted the growth of the incentive travel industry.

Applicants may include any SITE Canada corporate planner or third party incentive house member in good standing who has developed and managed an outstanding incentive program during the qualifying period. 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, based on the criteria below. There are 95 total points with up to 10 additional bonus points.

- Objectives of incentive program including metrics **15 points**
- Budget optimization **20 points**
- Creativity and execution of program **40 points**
- Destination and culture **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**



### **Objectives of incentive program including metrics – 15 points**

Provide detailed objectives for organizing this incentive program. Outline the metrics, quantified through post-program survey results and any measurable ROI as a result of running the program. Letters and testimonials supporting the success of the program may be included.

### **Budget optimization – 20 points**

Outline the budget and the parameters within which you had to work. There is no limit on the budget amount for this category. Show examples of how you provided unique value and creativity to your client. Demonstrate three (3) areas where you were tasked with saving or reducing the expenditure on a particular line item and delivered an incentive-calibre element.

### **Creativity and execution of program – 40 points**

Provide a detailed description of your program that highlights its unique and creative elements. Outline the pre-travel communication campaign for this program (including, but not limited to, a destination launch video, teaser campaign, etc.). Share specific examples of how your program design and execution engaged the participants and provided them with lifetime experiences that they will treasure for years to come. Describe, in detail, an area of exceptional performance for this program.

### **Destination and culture – 20 points**

Showcase how you featured the destination and local culture in unique ways to the attendees. Highlight how the destination was inextricably linked to the program concept, theme, specific elements and/or overall design. Tie these into your program objectives. Explain how the attendees learned from engaging activities and motivational experiences in the destination.

### **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 the SITE Canada Program Excellence ICE Award:**

Include supporting materials that allow the committee to fully “experience” your program. Backup could include:

- 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**

**can be found on the last page of this document.**

## **SITE Canada Program Excellence ICE Award Winner will receive:**

- SITE Canada Program 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](mailto: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](mailto: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!