

INCENTIVE TRIP CASE STUDY: PUBLISHING COMPANY

A national publisher of print magazines hired APG to plan and execute a reward trip for their employees for making the annual budget goal.

THE GOAL: The goal was to create a trip that could offer pure fun and also combine a few company events along with a pleasurable vacation. We also needed to create an attractive program that would be an appropriate reward to all levels of employees for reaching their sales and budget goals, as well as spur positive responses to gain the interest of other workers in future programs.

THE SOLUTION: APG came up with a uniquely designed trip for this team; an exceptional island getaway to St. Thomas with a buyout of the luxurious Villas at Marriott's Morning Star Beach at Frenchman's Reef.

THE RESULTS: The program met every one of company's goals: increasing sales; uniting the team; and driving these employee to perform better in the upcoming months so they can be part of another amazing program with the rest of the team.



Charlotte Amalie



Marriott's Frenchman's Reef



The Villas at Marriott's Morning Star Beach



ABOUT US

APG provides quality, personalized service in planning and operating Incentive Travel Programs and Meetings.

We assist companies in achieving increased sales and profits through Customer and Employee Recognition Programs. We offer a complete range of customized services to accomplish the desired results:

- Promotional campaigns including an announcement piece, monthly mailers, email blasts, ad specialty items.
- Private events including exclusive group check-in, themed welcome and farewell evenings with entertainment.
- Complete APG trip management services including online registration, airport assistance, APG travel staff and on-site hospitality desk in the name of your company, pre-trip materials, taxes and gratuities, transfers, VIP upgrades, and more!

REACH YOUR SALES GOAL NOW!

EFFECTIVE MARKETING CAMPAIGNS ARE THE WAY TO GO!

It is said people need to hear your message 14 times before they will take action! Developing a comprehensive marketing campaign is key to the success of any program. From the beginning, a program theme and brand should be created, along with an announcement piece directed at all potential participants. Throughout the year, it is beneficial to have multiple communication touches, reminding participants of the program. Your campaign includes emails, brochures, premium mailings, and the list goes on and on.



How APG can help your business with an incentive trip?

If you want to increase sales, then you need to *motivate* your dealers to increase their purchases from you. Though dealers may say they prefer cash, travel is two to three times more effective than cash rewards. Plus, cash has no trophy value and is often forgotten after it is received. **You build a business through relationships.** A group trip allows you to build relationships with your customers, yielding returns for years to come!



Increase sales & profits through customer & employee recognition.



Immediate return of investment



Engage your team & customers to reach goals and boost revenue



Reward results with an unforgettable incentive trip

Call APG and give your dealers an experience they'll be talking about for years!

Accelerated Performance Group, LLC

500 Route 17, Suite 303A, Hasbrouck Heights NJ 07604

(973) 891-1900

INCENTIVE TRIPS – MEETINGS – GROUP TRAVEL