

# CONVENTION CASE STUDY: COMPUTER SERVICES

The U.S. Headquarters of one of the largest information technology companies in India needed help with their annual CXO Summit.

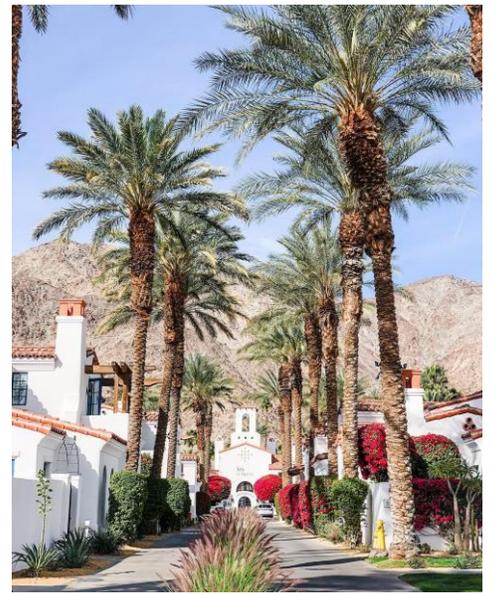
**THE GOAL:** The client wanted to hold an annual Conference to distribute information about current and new offerings and to include opportunities for networking and sharing ideas.

**THE CHALLENGES:** The chosen destination needed to be convenient for the attendees since a third of attendees would be traveling from various cities including internationally. The resort also needed to have enough space for their presentations, breakout spaces and a networking area. And, most important, the resort and destination needed to be the most appealing to the attendees so that they would register to attend.

**THE SOLUTION:** APG sourced resorts at various locations for the conference and then set up the site inspection for the client and APG to attend to select the final destination and resort. Palm Springs was chosen as the destination due to its relatively close proximity to LAX airport and for its great golf offerings as well as spouse tours. La Quinta Resort & Club, a Waldorf Astoria resort, was selected as the venue for the conference because of the need for an upscale resort with a large amount of meeting space and excellent food & beverage capabilities. Once the selection was complete, APG developed a program that would allow them to combine their meeting schedule with activities. A number of prominent speakers were selected, including Rudy Giuliani, former Mayor of New York City.

**THE RESULTS:** The location and venue selected for the conference was a great success. There was a total of 325 attendees consisting of customers, analysts, executive management and some spouses/guests.

Throughout the whole conference there was a great atmosphere and real sense of shared achievement. The client was delighted with the event and the feedback from the attendees!



*La Quinta Resort & Club,  
a Waldorf Astoria Resort*



*Jack Nicklaus Course at PGA West*



*Pool Area*



## 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