



Promoting Incentive Creative Excellence (ICE) in Canada

Site Canada Program Excellence ICE Award

Objective:

The objective of this prestigious award is to recognize an incentive program designed and managed by a Site Canada member, and applies to both group and individual travel incentive programs.

This category is applicable to any Site Canada member who has developed, and managed an outstanding incentive program. Creativity and unique approaches in highlighting the destination and program will be key factors. Entrants are asked to share feedback from attendees and how it resulted in ROI to the company. Also, please highlight how this program has promoted the growth of the incentive travel industry. Program can be any destination in the world.

Entry Guidelines and Criteria

Entries in this category will be awarded points, based on the criteria below. There are 100 total points with 20 bonus points. The bonus points will be given based on unique elements such as CSR programs.

- Objectives of incentive program including metrics **20 points**
- Budget optimization **20 points**
- Creativity of program **20 points**
- Destination and culture **20 points**
- Overcoming challenges and innovative execution **20 points**
- **Bonus points** (maximum 20) will be given to any applicant who illustrates exceptional performance in any of the above 5 categories **20 points**



Objectives of incentive program including metrics

Provide detailed objectives for organizing this incentive program. Outline the metrics and show specific ROI as a result of running the program. Letters and testimonials supporting the success of the program may be included.

Budget optimization

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.

Creativity of program

Describe how your program was unique and creative. Share ideas of how you engaged the participants and provided them with lifetime experiences that they will treasure for years to come.

Destination and culture

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. How was the culture unique to other destinations and how was this showcased.

Overcoming challenges and innovative execution

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.

Exceptional performance of any category above

Describe in detail an exceptional performance for this incentive program.



How to apply for the Site Canada Program Excellence ICE Award:

Submit in a way that allows the selection committee to fully “experience” your program. Supporting materials could include:

- marketing materials, brochures
- photos, PowerPoints
- video (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
- **qualification period is January 1, 2013 to June 30, 2014**

The deadline for submissions is September 30, 2014

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
- use of ICE logo on website, business cards
- announcement on Site Canada website
- article in *Sitelines*



Site Canada Destination Excellence ICE Award

Objective:

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 as a whole. Special consideration will be given to promoting collaboration with the destination, and, to showcasing cultural and unique elements. This category can be a great motivational event, a creative use of a venue, a creative and unique way of showcasing a destination, a creative destination marketing campaign or incentive campaign designed and managed by a Site Canada member, and applies to both group and/or individual travel incentive programs.

This category is applicable to any Site Canada member who has developed, created and managed an outstanding incentive destination program or event, as it relates to marketing and/or promotion of a destination. Creativity and unique approaches in highlighting the culture, food and uniqueness of a destination anywhere in the world will be key factors. Entrants are asked to highlight how this program has promoted the growth of the incentive travel industry. The program can be any destination in the world. Please feel free to share feedback from attendees and how it resulted in ROI to the company.

Entry Guidelines and Criteria

Entries in this category will be awarded points on the criteria below. There are 100 total points with 20 bonus points. The bonus points will be given based on unique elements, such as CSR programs, incorporating the destination into all aspects of the promotion.

- Destination collaboration **20 points**
- Creativity of program **20 points**
- Marketing **20 points**
- Showcasing culture and unique elements **20 points**
- Managing Challenges during the initiative development **20 points**
- **Bonus points** (maximum 20) will be given to any applicant who illustrates exceptional creativity in any of the above 5 categories **20 points**

Objectives of incentive program including metrics

Provide detailed objectives for organizing this incentive program. Outline the metrics and show specific ROI as a result of running the program. Letters and testimonials supporting the success of the program may be submitted.

Destination collaboration

Describe how your program was unique and creative. 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. How did you promote



the destination to the target audience? Did you create a lifetime experience that the winners could not create on their own?

Creativity of program

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

Marketing

Provide details on how the destination was marketed to the targeted audience through supplier partnerships. How did your supplier partners support and market the program with you? Include details about your program that can include your DMC, CVB, hotel, local venues and airlines partners

Showcasing culture and unique elements

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? How was the culture unique to other destinations and how was this showcased, specifically the food, wine, attractions, art, culture, language, sport, history and other aspects of the destination?

Overcoming challenges during initiative development

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.

Exceptional performance of any category above

Describe in detail an exceptional performance for this incentive program. Was there a CSR component in the destination?



How to apply for Site Canada Destination Excellence ICE Award:

Submit in a way that allows the selection committee to fully “experience” your program. Supporting materials could include:

- marketing materials, brochures, destination materials
- photos, PowerPoints
- video (not more than 3 mins) (Optional)
- metric measurements
- post evaluation survey summary
- supporting partner material, i.e. Convention Bureau, Tourist Board, destination hotel partners, DMC's, local tourist boards, airlines, other
- **qualification period is January 1, 2013 to June 30, 2014**

The deadline for submissions is September 30, 2014

Submission information for the Site Canada Destination Excellence ICE Award can be found on the last page of this document.

Site Canada Destination Excellence ICE Award Winner will receive:

- Site Canada Destination ICE award
- use ICE of logo on website, business cards
- announcement on Site Canada website
- article in *Sitelines*



Please complete the Application information below and submit your application to the Site Canada office via email – office@sitecanada.org or post – 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

SITE CANADA ICE AWARDS APPLICATION INFORMATION

Name: _____

Company Name: _____

Telephone: _____

Email: _____

I am applying for (please check one):

Site Canada Program Excellence ICE Award

Site Canada Destination Excellence ICE Award

Please list the supporting materials included in your submission:

The deadline for submissions is September 30, 2014

Thank you for your Application and Good Luck!

