



Society for
Incentive
Travel
Excellence **site** Canada

Promoting Incentive Creative Excellence (ICE) in Canada

SITE Canada ICE Award Winners will receive:

- SITE Canada ICE Award
- Use of ICE logo on website, business cards & email signature
- Announcement on SITE Canada website
- Article in *InSITES & Inspiration*

AWARD WINNERS WILL BE ANNOUNCED AT THE SITE CANADA ANNUAL GENERAL MEETING

All entrants will receive recognition at the AGM and in *InSITES & Inspiration*

There are a total of 3 categories:

- Program Excellence – considers the total program experience
- Destination Excellence – can be one or several elements within the destination that meets criteria
- Virtual, Hybrid, Broadcast

Notes:

- One program may be submitted per category. The same program cannot be used twice.
- SITE Canada ICE Award recipients must be a SITE Canada member and whose membership is in good standing at time of submission and has developed, created, and managed a program during the qualification period.



SITE Canada Program Excellence ICE Award

Program can be any destination in the world.

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 and whose membership is in good standing. 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.

Entry Guidelines and Criteria

Entries in this category will be awarded points, based on the criteria below. There are 100 total points with 10 bonus points. The bonus points will be given based on unique elements such as CSR programs (but are not limited to CSR programs).

PLEASE NOTE: A minimum of 70 points must be achieved to be considered for the ICE Award.

- Objectives of incentive program including metrics **20 points**
- Budget optimization **20 points**
- Creativity, Destination and Culture **45 points**
- Overcoming challenges and innovative execution **15 points**
- **Bonus points** (maximum 10) will be given to any applicant who illustrates exceptional performance in any of the above 4 categories as well as CSR **10 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, testimonials and survey results 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 + Destination and Culture

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.

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 this destination, versus others, and how was this showcased?



Overcoming challenges and/or innovative execution

Provide examples of challenges you encountered leading up to the program, or at the destination, and how you provided solutions. If you did not encounter challenges during the planning process, outline the innovative and/or proactive aspects of your process that created the successful program. Describe in full detail.

Bonus Points

Exceptional performance of any category above. Describe in detail an exceptional aspect of this incentive program.

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

SITE Canada is accepting online applications only. Applications and/or supporting materials will **not** be accepted at the SITE Canada office.

Please click the link below to submit your materials. **Note:** Once you begin your submission, you **cannot** save your application, so prepare all of our pieces prior to starting your online submission.

[CLICK HERE TO SUBMIT FOR THE PROGRAM EXCELLENCE ICE AWARD](#)

Applicants are expected to provide written answers to the sections listed above and attach any supporting materials to the online form. All application pieces must comply with the capacity of the submission form.

Supporting materials could include (maximum file size of 16MB):

- 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.

The qualification period for this award is January 1, 2022 to December 31, 2022.

The deadline for submissions is End of Day February 10, 2023



SITE Canada Destination Excellence ICE Award

Program can be any destination in the world.

Objective:

The objective of this prestigious award is to recognize a creative and impactful initiative developed by a SITE Canada member. 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 different 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, whose membership is in good standing and 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 unusual 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. If feasible, please feel free to share feedback from attendees.

Entry Guidelines and Criteria

Entries in this category will be awarded points on the criteria below. There are 100 total points with 10 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.

PLEASE NOTE: A minimum of 70 points must be achieved to be considered for the ICE Award.

- Destination collaboration **20 points**
- Creativity of program **25 points**
- Marketing **20 points**
- Showcasing culture and unique elements **20 points**
- Overcoming challenges and/or innovative execution **15 points**
- **Bonus points** (maximum 10) will be given to any applicant who illustrates exceptional creativity in any of the above 5 categories, as well as CSR **10 points**

Destination collaboration

Describe how your program was different 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? You can include details about your program that can incorporate your DMC, CVB, hotel, local venues and airline partners.



Showcasing culture and unique elements

Entrants should showcase how they featured the destination in a special way to the attendees. How did the attendees learn from engaging activities and motivational experiences? How was the culture different 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 and/or innovative execution

Provide examples of challenges you encountered leading up to the program or at the destination and how you provided solutions. If you did not encounter challenges during the planning process, outline the innovative and/or proactive aspects of your process that created the successful program.

Bonus Points - 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:

SITE Canada is accepting online applications only. Applications and/or supporting materials will **not** be accepted at the SITE Canada office.

Please click the link below to submit your materials. **Note:** Once you begin your submission, you **cannot** save your application, so prepare all of our pieces prior to starting your online submission.

[CLICK HERE TO SUBMIT FOR THE DESTINATION EXCELLENCE ICE AWARD](#)

Applicants are expected to provide written answers to the sections listed above and attach any supporting materials to the online form. All application pieces must comply with the capacity of the submission form.

Supporting materials could include (maximum file size of 16MB):

- 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.

The qualification period for this award is January 1, 2022 to December 31, 2022.

The deadline for submissions is End of Day February 10, 2023



SITE Canada Virtual Excellence ICE Award

Objective:

The objective of this prestigious award is to recognize a creative and impactful virtual, hybrid or broadcast initiative developed by a SITE Canada member.

This category can be a motivational or incentive event, showcases engagement and audience interaction, includes a pre-event marketing strategy, business objectives and clearly reports results through client testimonials or survey results.

This category is applicable to any SITE Canada member, whose membership is in good standing and has developed, created and managed a virtual, hybrid or broadcast during the qualification period.

Entry Guidelines and Criteria

Entries in this category will be awarded points on the criteria below. There are 100 total points with 10 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.

PLEASE NOTE: A minimum of 70 points must be achieved to be considered for the ICE Award.

AWARD CRITERIA:

- Provide an overview of the business objective and strategy for your virtual, hybrid or broadcast meeting or event. (10 points)
- How did you determine the content and theme for the event or activity? Provide a detailed description of how it supported the business objective. (25 points)
- What platform(s) did you use and why? Describe how the platform(s) was utilized to enhance the attendee experience (20 points)
- Provide examples of the communication plan used to promote the event and drive attendance. (15 points)
- What challenges did you need to overcome to ensure success? (10 points)
- How did you measure success and key outcomes? (20 points)
- Bonus points (maximum 10) will be given to any applicant who illustrates exceptional creativity in any of the above 6 categories, as well as CSR (10 points)



How to apply for SITE Canada Virtual Excellence ICE Award:

SITE Canada is accepting online applications only. Applications and/or supporting materials will **not** be accepted at the SITE Canada office.

Please click the link below to submit your materials. Note: Once you begin your submission, you cannot save your application, so prepare all of our pieces prior to starting your online submission.

[CLICK HERE TO APPLY FOR THE VIRTUAL EXCELLENCE ICE AWARD](#)

Applicants are expected to provide written answers to the sections listed above and attach any supporting materials to the online form. All application pieces must comply with the capacity of the submission form.

Supporting materials could include (maximum file size of 16MB):

- 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.

The qualification period for this award is January 1, 2022 to December 31, 2022.

The deadline for submissions is End of Day February 10, 2023

