

SALES INCENTIVE PROGRAM

OBJECTIVE

Find an exotic and fun destination for young sales representatives and design an exciting program where the guests feel rewarded.

CHALLENGE

- ✓ Design and plan two-tiered incentive
- ✓ Incorporate many elements of the destination into the program
- ✓ Find unique group activities and dining options

SOLUTION

We designed the four/five-day program around Prague's draw of history, fine food and wine, architecture, and, of course, beer.

Throughout the program we incorporated Prague-centric elements such as accordion player at the Welcome Reception and a dulcimer band and folklore couples at the Farewell Party in Pilsen Hall. The Gala Dinner was held St. Agnes Convent with dinner in the elegant dinner followed by an Afterparty with dancing.

The group enjoyed trying various Czech delicacies during their dine around and many participated in brewery tours, showcasing various Czech beers.

For the top-tiered attendees, they remained in Prague for an extra day and traveled by tram to an exclusive behind-the-scenes tour of the Strahov Library followed by a dinner cruise on the River Vltava.

RESULT

Guests enjoyed the sights and sounds of Prague and couldn't wait to return.