

Telecoms Company: Sales Incentive Trip

Audience: 100

Location: Mission Possible, Prague

Project: Espionage Theme Team Event



Background & Objectives

In an important six month window in the business, our telecoms client required an incentive award in order to drive sales, reach targets and optimise profits. They wanted a highly memorable experience for 100 of their top performers that went in line with their incentive scheme's strapline - 'Mission Possible'.

Planning & Preparation

MotivAction researched three possible incentive destinations, along with the theme of the incentive. After presenting these options to the client, the city of Prague was chosen. MotivAction undertook full design and writing of the activity itself, including the production of team packs containing maps, clues and information about Prague.

MotivAction's design studio also produced branded labels, stickers and mission packs.

A teaser campaign was initiated to increase anticipation before the event. The campaign included the Mission Impossible theme tune sent to incentive winners. This was in addition to a disc which contained a video featuring a spy in silhouette asking the TNT delegates for urgent assistance.

MotivAction organised flights, transfers and five star accommodation in the heart of Prague's Old Town.



The Event

TNT's 'Mission Possible' in Prague was a two day incentive trip with an espionage themed adventure trail being the focal point. Split into teams, the event included:

- 'Spy' teasers at the airport departure lounge and Prague hotel lobby, with a shady looking character in a trench coat giving the teams clues and directions.
- A dramatic start to the adventure trail with the shady character, now covered in blood, bursting in and passing the teams a memory stick containing vital information.
- A day long mission that took guests around the major sights of Prague, featuring spy-themed characters providing teams with location specific clues, questions and cryptic challenges.
- Group dining in an exclusive riverside restaurant before partying in Europe's biggest nightclub.

Results & Outcomes

The whole group were energised throughout the experience, and the featured challenges helped to build teams through working towards a common goal. The winners were highly motivated by the award and incentivised to go back to the workplace and continue to be successful.

**Telecoms company doesn't leave partners
in the cold**



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MotivAction

Motivation Communication Events

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