

SITE's Strategic Architecture

ITEM	DEFINES	DESCRIPTION	THIS IS IMPORTANT BECAUSE ...
VISION	Our Reputation	Building and bridging cultures through the transformative power of incentive travel & motivational experiences	...it calls out the higher purpose to our work as incentive travel professionals highlighting how we help corporations build workplace culture with transformative recognition programs to reward, retain, and develop employees; and help to bridge cultures through our global, diverse community who create and mediate transformative destination experiences for qualifiers
MISSION	What we plan to do	Advancing the business case for incentive travel & motivational experiences through global connections, education, and advocacy	... by taking every opportunity to spotlight the business case for incentive travel through our global network, our educational programming and our advocacy platforms, we enhance our professional standing and that of our industry sector by proving the tangible and intangible benefits of incentive travel
COMMUNITY	Our Activities	Identify, enhance, and embrace members, the industry, the business world, and society through on-going engagement	... with a priority focus on our members and their professional needs, we must constantly look both internally to members and the industry and externally to the business world and society at large and highlight the unique and transformative benefits of travel
EDUCATION		Maximize the value of SITE's educational offerings, through monetization of programs and improved delivery offerings	... we can only grow and evolve our industry by ensuring professionals have best in class education and certifications to deliver programs with the tangible and intangible benefits desired by corporations
ADVOCACY		Position SITE within the Business Events Industry as a respected organisation of thought leaders and influencers through participation, partnership and promotion	...with active participation, partnership, and promotion, we can demonstrate the tangible and intangible benefits of incentive travel to a broader range of corporations to encourage the incorporation of incentive travel into the fabric of their reward / recognition programs and workplace culture.
OPERATIONAL EXCELLENCE		Achieve operational excellence across the entire organisation through board and staff working hand-in-hand with sound operational controls to deliver financial stability, quality incentive events and experiences	... without solid, robust operational foundations we cannot deliver on our vision and mission. This is a sine qua non and must be ensured at all times