

USMotivation Captures Excitement with Pirates of the Pacific Bash

Crystal Winner: Jennifer Childress, USMotivation, Atlanta, Georgia, USA

Client: Diebold

Program: Pirates of the Pacific Party

Diebold Master's Circle and the Circle of Excellence Sales Incentive Program rewards both the inside sales force and manufacturer representatives who meet and exceed their sales goals. This incentive program is about more than hitting the targets to achieve the trip — it is an integral part of what Diebold stands for and the corporate culture — celebrating success and rewarding team members. The focus of the program also must also be designed to unite and grow sales teams composed of members who hail from more than 90 countries.

USMotivation was charged with delivering a single evening event that would be more memorable than the last 25 year's worth of Master's Circle events — a tall order by any standard.

Seizing the popularity of the hit movie, *Pirates of the Caribbean*, the pinnacle of the excursion occurred on the third evening, when a *Pirates of the Pacific* bash was held. Before the party, a pirate kit was delivered to each guest's room.

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The kit included a copy of the movie *Pirates of the Caribbean*, and costumes and accessories fit for Captain Jack Sparrow and fellow buccaneers. Also inside the kit, was a clue about the hidden treasure stashed away in a Diebold safe. Demonstrating remarkable enthusiasm, most guests brought additional accessories or full costumes to wear to the event. One representative from Argentina spent two weeks making a beautifully designed outfit for herself and her husband.

Once fully outfitted, guests entered the *Pirates of the Pacific* party, located on the beach, by walking underneath a Diebold-engraved “Enter at Your Own Risk” sign. The décor transported guests into a pirate underworld where they were

surrounded by bamboo thatching, live parrots, large dock pilings with huge ropes, cargo nets and a Diebold treasure safe filled with jewels and surprise treats hidden away. Additional decorations incorporated barrels, crates, flags and live pirate characters. Activities included pirate jail photo opportunities and games such as peg leg pirate, Captain cut-out photo, skull basketball, wine bottle toss, treasure darts and a pirate doubloon pitch. The activities offered a chance to win real modern day pirate doubloons and other pirate treasures once guests obtained the secret clue to unlock the Diebold safe. In addition to the activities, a large projection screen played the “Pirates of the Caribbean” movie.

A bounty of goodies awaited the pirates at their place settings. The menu was sensitive to all cultures represented and a unique food allergy by one guest was accommodated. The dinner featured a seafood buffet that stretched for miles — Big Island lobster bisque, shrimp, snow crab claws and other sea-worthy dishes complemented by grilled vegetables, local-style fried rice, New York strip steak and red curry chicken with taro. Fresh fruit stations rounded out the delectable meal, and dessert included pineapple upside down cake, Waimea strawberry passion cheesecake, mango cream roulade and chocolate macadamia nut tartlets.

Guests spent the rest of the evening dancing to a six-member music group, Captain Jimmy Mac and the Crazy Crew. Roaring in laughter and reciting a few thousand “Ahoy Mateys” and “Ayes,” guests enjoyed the view under a star-filled sky that provided the perfect backdrop to the fiery tiki torches and billowing pirate ship sails. As a trip memento, USMotivation hired photographers to digitally capture every special moment to incorporate into the Master's Circle photo memories CD that was to be distributed to all the participants.

The *Pirates of the Pacific* bash was an amazing undertaking offering participants great food, fun and games, creative entertainment and a chance to dress up like Captain Jack Sparrow.



Diebold's top performers would not have experienced the festivities without the crucial details, distinctive activities or luxurious accommodations associated with the Master's Circle awards trip. Furthermore, post-trip evaluations distributed to participants were a good indicator of success. Diebold's Master's Circle and Circle of Excellence recipients rated every aspect of the program on a scale of 1 to 10 (one being poor and 10 being outstanding). The composite score for the *Pirates of the Pacific* party was 9.23 with more than 30 perfect 10.00 scores.

Through Diebold's consistent vision and strategy and the employment of travel incentive rewards, 2006 delivered a 12.3 percent year over year increase in revenue for the organization. While the sales force may have donned a pirate hat — at their jobs they are delivering results. ●