

Incentive Concept Poland Blends Leisure and Adventure for the Trip of a Lifetime

Crystal Winner: Krzysztof Michniewicz, Incentive Concept Poland, Warsaw, Poland

Client: HDI Gerling Polska TU SA

Program: Top Agent Annual Award — Costa Rica



Each year, HDI Gerling Polska TU SA, an insurance company active in the Polish market, recognizes its top performers with an incentive trip. For months, the insurance agents competed with each other to be named among the company's top agents. This select group was invited on the trip, which serves as a reward for their accomplishments, motivation for them and other employees to set even higher goals for next year, and as an opportunity to develop fellowship between agents and management. It was up to Incentive Concept Poland to plan and execute an incentive trip that would fulfill all these objectives, one that would reflect HDI Gerling's company image and wow the participants.

Incentive Concept Poland created a trip tailored to the client's goals and requirements. First, it selected a location that was a perfect backdrop for unforgettable experiences: Costa Rica. Costa Rica is exclusive, exotic and unique, which allowed Incentive Concept Poland to organize an event unlike anything the honorees had seen before. Costa Rica also reflects several of HDI Gerling's core values. The country is known as the Switzerland of South America and has strong associations with safety, neutrality and quality, all elements central to HDI Gerling's business.

After selecting Costa Rica as the location, Incentive Concept Poland planned a trip that took all the client's wants and needs into account. HDI Gerling wanted a mix of leisure and adventure, so Incentive Concept Poland detailed a plan that ensured that participants would be both relaxed and active over the course of the trip. It also was careful to take the group's diversity into account. The insurance agents represented a wide range of ages, so all the activities were exciting, but not difficult.



The result of Incentive Concept Poland's meticulous planning and ingenuity was an unforgettable, inspiring trip. The first part of the stay was tranquil, with ample time for sunbathing, relaxing and strolls through the breathtaking Costa Rican landscape. The middle of the trip was filled with excitement. The group took an active sightseeing tour of Costa Rica, soaking in the culture and history of the exotic locale along the way. Attendees went tubing, off-roading, horseback riding, and took a tour of the rainforest canopy via zipline. In an impromptu activity, the group traded in the tourist coach for a local truck and drove off for mud and hot springs baths.

To create further ties between the trip and HDI Gerling's company identity, Incentive Concept Poland planned a social responsibility component. Mass clearing of tropical vegetation is a major issue

in Costa Rica, causing soil erosion and severely damaging the delicate ecological environment. To do their part, the attendees traveled into the tropical forest and planted trees. They all received ecological t-shirts that reinforced the outing's goal and were able to name the trees they planted. This activity deeply engaged all the participants; many named it as a highlight of the trip. The attendees were bonded through a collective experience, and their trees became a symbol of their time in Costa Rica—a piece of them left behind. Planting the trees was so well received that the client may make it a corporate tradition.

HDI Gerling and all the participants were thrilled beyond their expectations. Incentive Concept Poland's creativity, organization and insight made the Costa Rican adventure a memorable, inspiring experience, all within the parameters of the budget. The activities were engaging for all members of the diverse group, with the perfect mix of leisure and adventure. The trip also complemented HDI Gerling Polska's image and values through the design, destination and the moving social responsibility activity. The stay in Costa Rica proved to be unforgettable—as HDI Gerling's General Sales Director said, "something more than an incentive trip." ●