

A One-of-a-Kind Cabo Experience Drives Sales for Diebold

Crystal Winner: Scott Siewert, USMotivation, Atlanta, Georgia, USA

Client: Diebold Inc.

Program: Los Cabos: The Great Escape

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The Diebold Master's Circle program is an annual trip awarded to the delivery and security systems provider's top salespeople. The Master's Circle and the Circle of Excellence, which honors the top 15 Master's Circle members, is a way to recognize those who met and exceeded their goals and to motivate them to attain even higher levels of success in the next year. For the 2008 trip, themed "Los Cabos: The Great Escape," Diebold partnered with USMotivation and other vendors to produce a compelling, exciting event for its high achievers and their guests in Cabo San Lucas, Mexico.

In addition to helping boost sales performance, USMotivation had several other objectives. Diebold had held other incentive events in Cabo San Lucas in the recent past, so USMotivation needed to make this trip fresh and surprising. USMotivation also was tasked with uniting a diverse group of salespeople from around the world and reducing the environmental impact of the program.

To most effectively build excitement for the program with its worldwide audience, USMotivation relied on electronic communication. Once the Master's Circle members were identified, they were directed to a dedicated Master's Circle and Circle of Excellence website. Participants could handle all their travel and registration needs through the event-branded site, registering for activities, events and lodging. Handling most communications electronically also allowed USMotivation to minimize environmental impact and reduce costs.

To differentiate the 2008 trip from events of years past, USMotivation weaved Mexican culture with exciting, original events and activities. Its aim was to keep the honorees on their toes throughout their trip—a goal it undoubtedly achieved. To welcome the guests, USMotivation threw a reception on the beach. Held at sunset, the event



welcomed the guests to Mexico with local cuisine, a local band and décor inspired by Mexican culture and traditions. On the second day, it prepared an artisan market just for attendees. Each person received 25 Diebold Dollars and was given the chance to sample the wares of local merchants selling ceramics, blown glass, jewelry, silver, handmade rugs and other items. The Master's Circle program also included activities that allowed guests to experience the parts of Mexican culture and the local environment that interested them. They were able to choose between deep sea fishing, visiting a local huerta, swimming with the dolphins, zip-line trips and an ATV desert excursion, among others.

The most memorable event of the Member's Circle and Circle of Excellence trip was the Biker Bash Party at Sammy Hagar's Cabo Wabo Cantina. The guests, all outfitted in biker gear they received the night before, took a walk on the wild side at the world-renowned hot spot, rented out for the occasion. Guests were able to pose on a Harley, relived their week through a highlights video and enjoyed a delicious meal that included lobster, shrimp, homemade tortillas and salsa and an extensive dessert buffet. After their dinner, the attendees danced to the live band until early in the morning. The party was the culmination of the entire week, and cemented the 2008 experience as one to remember.



Using creativity, detailed organization and a strong partnership with the destination management company, hotel and client, USMotivation designed and executed a motivating, distinct event. The 2008 Member's Circle and Circle of Excellence trip successfully met the needs of a diverse audience, was environmentally conscious and stood out from its predecessors. Thanks in part to this extremely strong reward program, Diebold was able to increase incremental revenue by \$20 million—a fantastic return on investment for this superbly designed and executed trip. ●