

site A New Vision

siteglobal.com



Over the past year, **Site** leaders have engaged in an in-depth examination of the organization's strategic plan, its identity, and its place in the overall meetings, events, and travel industry.

We are now known simply as **Site**. We are simplifying our look and our name, while still maintaining our commitment to excellence.

As we move forward, you will see new ways in which this new brand will shape our organization. New Web sites, new collateral, new campaign materials, and more will all be part of the new look.

What won't change is the essence of our organization: an association of the best events, meetings and travel leaders across the world, dedicated to building business and creating results.

This work made possible by the generous support of:



The Site International Foundation will conduct and provide research that supports the connection between motivational experiences and business results.

site | International Foundation

Contact **Site**:

401 N. Michigan Avenue
Chicago, IL 60611-4267 USA
P: +1.312.321.5148
F: +1.312.527.6783
E: site@siteglobal.com



Unleashing human potential
through extraordinary, motivational experiences
OUR NEW STORY

site

In an ever-changing global business world the most prized asset remains constant: excellent performance.

Business leaders are constantly seeking creative ways to unlock human potential. One of the most powerful tools at their disposal is the motivational experience—including travel and events—which rewards a job well done and offers ways to grow and be more effective.

Only one organization sits at the critical intersection between those who seek the benefits of these motivational tools, and those who can provide these extraordinary experiences. That organization is called **Site**.

Site makes possible the connection between motivational experiences and business results. It is the only global organization dedicated to linking professionals in the travel and motivational events industry with the business leaders who seek improved performance through these experiences.

Site has been defining this industry since the organization was formed more than three decades ago, as the Society of Incentive and Travel Executives.



Site is built on a legacy of strong, professional relationships and high ethical standards. It is the premier global authority in this unique industry segment.

Site is the source of knowledge for corporate leaders seeking the best ways to achieve improved results, with the greatest return on their investment.



Site Brand Promise:

The global authority connecting motivational experiences with business results.

Site Brand Pillars

Global Connections

The connections made through membership in **Site**, or by utilizing **Site** members and their expertise, provide best-in-class solutions. The connections made through **Site** can be across the city, across the region, or across the world.

Motivational Experiences

Unleashing human potential is why companies seek to reward performance through motivational experiences. Making certain that those experiences are exceptional is why **Site** exists.

Business Results

Delivering the business case for successful motivational experiences is what **Site** members provide. Creating connections that deliver business results to **Site** members is why they belong to the organization.