

A group of people in motorboats on a river with a waterfall in the background. The scene is set in a lush, green forest. The water is turbulent, and the people are wearing outdoor gear. A large, semi-transparent circular graphic is overlaid on the left side of the image.

the project.

Building Industry Principals of Business
Alaska Experience

the brief.

Bring together Principals of Business from across the building industry for an incentive trip to cement deep relationships with Channel Partners, showcase and celebrate our client's commitment to partners – including through industry-leading incentive travel programs, drive forward preferred product partnerships and secure future sales of the company's building products.

the experience.

A five-day Alaskan immersion was created including business enrichment opportunities and unique activities – dog-sledding, seaplane glacier flights landing on pristine waterways, white-water rafting, river-to-plate culinary fishing experiences, quad-biking, wildlife encounters, fine-dining experiences and more.

Activities were designed to be highly inspirational, bringing together nature, culture and unique challenges to provide once-in-a-lifetime experiences to foster shared learning, and personal and professional growth and development.



the results.

Our client reported a surge in re-commitment from Principals of Business across the building industry for ongoing preferred partnerships.

Plus, excitement and appreciation from Principals of Business for the opportunity to promote within their own organisations future incentive trips offered by our client for high achievers as a reward for driving forward sales of our client's products.



SYNERGY
E F F E C T

what our client said.

"When Synergy suggested Alaska, we thought wow that's ambitious, but the destination suited our aim, and our long-standing relationship with Synergy gave us confidence. The trip delivered a smooth and incredible experience, and we received excellent feedback from participants."

what the participants said.

"The opportunity to visit Alaska and enjoy such unique activities was incredible."
"The memories and relationships we created on this trip will last a lifetime."