



the project.

Building Industry Channel Partner Incentive Program Queenstown, New Zealand

the brief.

Develop a program designed to reward and inspire over 120 builders and reps to reward loyalty. The program was designed to align the company's culture, strategy and vision - as well as provide personal and professional development opportunities through unique exploration and discovery.



the experience.

A three day immersive program emphasising people, place, adventure, culture and growth was created. To maintain the leading industry reputation, these programs deliver constant surprises, character reveals and multi-layered touch points to build memories of a lifetime.

On arrival, guests jet boated straight from the airport across Lake Wakatipu. This rolled into the surprises of layered entertainers and character showcases to unveil their welcome them to Queenstown first night experience.

Highlights of the following days included: a squadron of 15 helicopters flying over glaciers with refreshments by an alpine lake, business strategy sessions on a stunning property with personal expansion, group and individual skill development and white-water rafting. The final day comprised a design tour showcasing specialised home building techniques and products.



the results.

The program strengthened relationships and ignited attendees to new levels of performance - demonstrated through exceptional feedback and end of year business results.

Feedback from attendees was that the experience was incredibly enriching and they felt more in line with the vision and strategies of the business.



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what the channel partners said.

“We have a stronger relationship and understanding of their businesses and can assist them even further with deeper insights about products and team”

“Words do not express what a great experience this trip was. It makes the winners strive harder for the next promotion - UNREAL!”