



Case Study Automotive

This automotive manufacturer wanted to reward and recognize its highest achieving Dealer Principals while reinforcing that it is truly a company with a global commercial presence. The goal was to motivate Dealer Principals with “once-in-a-lifetime” travel experiences to leading destinations around the world.

Challenge

Execute a global group travel incentive for Dealer Principals who come from 38+ countries and speak 35 different languages, all while being cognizant of regional culture sensitivities.

Solution

BI WORLDWIDE China staged a “crowning touch” annual travel incentive program to motivate Dealer Principals to be among the top three percent in the world. The program included welcome receptions, business sessions, an awards night and gala farewell dinners with each of the nation’s achievers. The team designed more intimate activities by geographic regions including hospitality, on-site translators, optional activities and dinners with country hosts.

Results



2013: Celebrating
10th Anniversary

nearly **3,500**
top Dealer Principals
since 2003

This program, celebrating its tenth anniversary in 2013, has rewarded nearly 3,500 top Dealer Principals since its inception. The best of the best have traveled to Hawaii, Istanbul, Mauritius, New York, Paris and Rome. The BIW events team, based in Shanghai, has averaged a participant survey score of 4.5 on a 5 point scale over the history of the event.

Score: 

