

TNT: Lillehammer

Audience: 120

Location: Lillehammer, Norway

Project: Incentive Trip



Background & Objectives

TNT wanted to reward their Sales and Services Teams for their contribution throughout the year. Key Performance Indicators for every employee were used to help identify those who consistently achieved. TNT wanted to make sure that those included would be treated to something exciting and unique.

The Experience

- Lillehammer was chosen for the two day trip due to its beauty and excellent facilities from the Winter Olympics
- MotivAction created a bespoke registration website to communicate important information and gather guests details. Each guest was sent an e-ticket and branded luggage tag, making check-in quick and easy
- Activities were held at the Olympic Bobsleigh and Luge Track and the Birkebeineren Ski Stadium, and included tobogganing, dog sledding, traditional bread baking and snow shoe relay!

Results & Outcomes

"Well what a weekend... THANK YOU for a brilliant weekend in Lillehammer. Both the activities and location were amazing." Sales Manager, TNT Special Services

"Your attention to detail and organisation prior to the event and out in Lillehammer was exceptional, everything ran like clockwork...The programme of events was great." Marketing Services Executive

