

# Sales Incentive Trip to India for Siemens

Case Study

## SIEMENS

### Background and Objectives

Siemens Communications, a division of Siemens plc, is one of the UK's leading communications suppliers, offering a full choice of technology and service solutions. In 2005 the company chose to host an unforgettable Sales Incentive trip for 70 of its high achievers, surpassing their expectations with a once-in-a-lifetime experience.

With its expertise and qualifications in overseas event management, and previous track record of successful incentive trips abroad for Siemens Communications, MotivAction was invited to help achieve this.

### Planning and Preparation

Through careful listening and research, MotivAction devised a choice of offerings for Siemens Communications, who swiftly agreed on: Incredible India and the Golden Triangle. From designing and producing a creative launch brochure to the main event itself, no stone was left unturned in the complex cross-cultural preparation.

The travel between venues was a complex logistical challenge, involving frequent re-checking and the flexibility and initiative to accommodate cultural differences in communication. On top of that, considerable effort went into ensuring guests' health was well looked after before and during the trip. Through patience and constant hard work, the MotivAction team ensured a totally smooth trip and a glorious experience for the guests.

### The Event

Jetting away from it all, guests were provided with the most luxurious accommodation imaginable, where they could truly relax, indulge and pamper themselves.

- Challenging and fast-paced five-night stay in three cultural and historic sites in India
- Guests regularly whisked off to experience the sights and smells of the many intriguing bazaars, restaurants and ancient monuments – including the Taj Mahal and ancient city of Jaipur
- Meticulous timing ensured a perfect balance between luxurious relaxation and hectic immersion in a unique and fascinating culture.

### Results and Outcome

Guests were thrilled and enchanted, with the rich cultural heritage of India providing the ultimate once-in-a-lifetime experience.

- Guests felt as though they had been part of something very special and unusual
- The trip was talked about long after their return to work, providing real motivation and a big incentive for the next trip
- Improved morale and renewed enthusiasm for work within the whole team

