

# Sony: Sales Incentive Trip

**Audience:** 15

**Location:** Innsbruck, Austria

**Project:** Annual Team Event



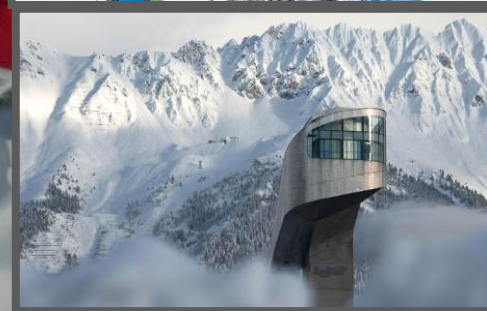
## Background & Objectives

Sony BMG's information systems and technology (IS&T) team are based in three locations in Europe, though primarily in Germany and the UK. The group stages an annual team event to review the actions of the year and to focus on the upcoming year. Previously, MotivAction had arranged the IS&T's event in the UK, which featured a meeting and mechanical-based team building event, Pit-Stop Challenge.

This year, Sony wanted to stage the event in Germany. Their objectives were to bring the teams together in order to gel and work more successfully in the future. They wanted the opportunity to discuss the year ahead, disseminate key messages and reward the team for their successes, whilst providing an enjoyable and fun experience for all delegates.

## Planning & Preparation

After the MotivAction team proposed initial event ideas the client decided definitively on a skiing event. The team researched three locations in Germany and Austria. Greater options in Austria led the team to organise and book the necessary facilities and activities in this location.



# MotivAction

Motivation Communication Events



## Planning & Preparation

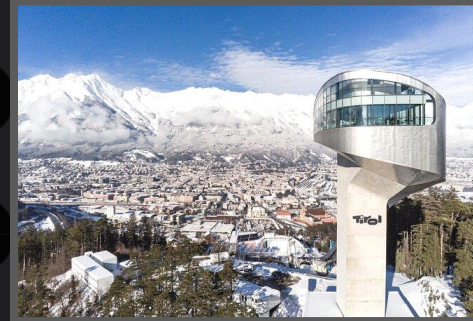
With frequently changing client requirements and dates, the MotivAction team was in constant communication with the client and a pre-event site visit was undertaken with the client.

Health and safety was also an issue, and risk assessments for skiing activities had to be undertaken. However, a lack of snow at the originally intended resort led to a quick rethink just days before the event, and contingency relocation plans for parts of the programme were effectively executed.

## The Event

The Sony BMG IS&T team annual meeting and skiing programme was a two day, two night event allowing 15 analysts and 'techie' to converge in Innsbruck, Austria. The event incorporated:

- Coffee reception at the Ski Jump Restaurant, with a perfect view over the town's Winter Olympics jump.
- Working lunch at the Europa Tyrolis hotel.
- A horse drawn carriage ride to dinner at the modern Restaurant Lichtblick.
- Skiing, including some lessons, at the resort of Seefeld.
- Lunch at a mountain top restaurant.
- Snow rafting - allowing guests to glide down a ski slope inside inflatable dinghies.
- A private dinner and fun awards ceremony for the best and worst skiers of the trip.



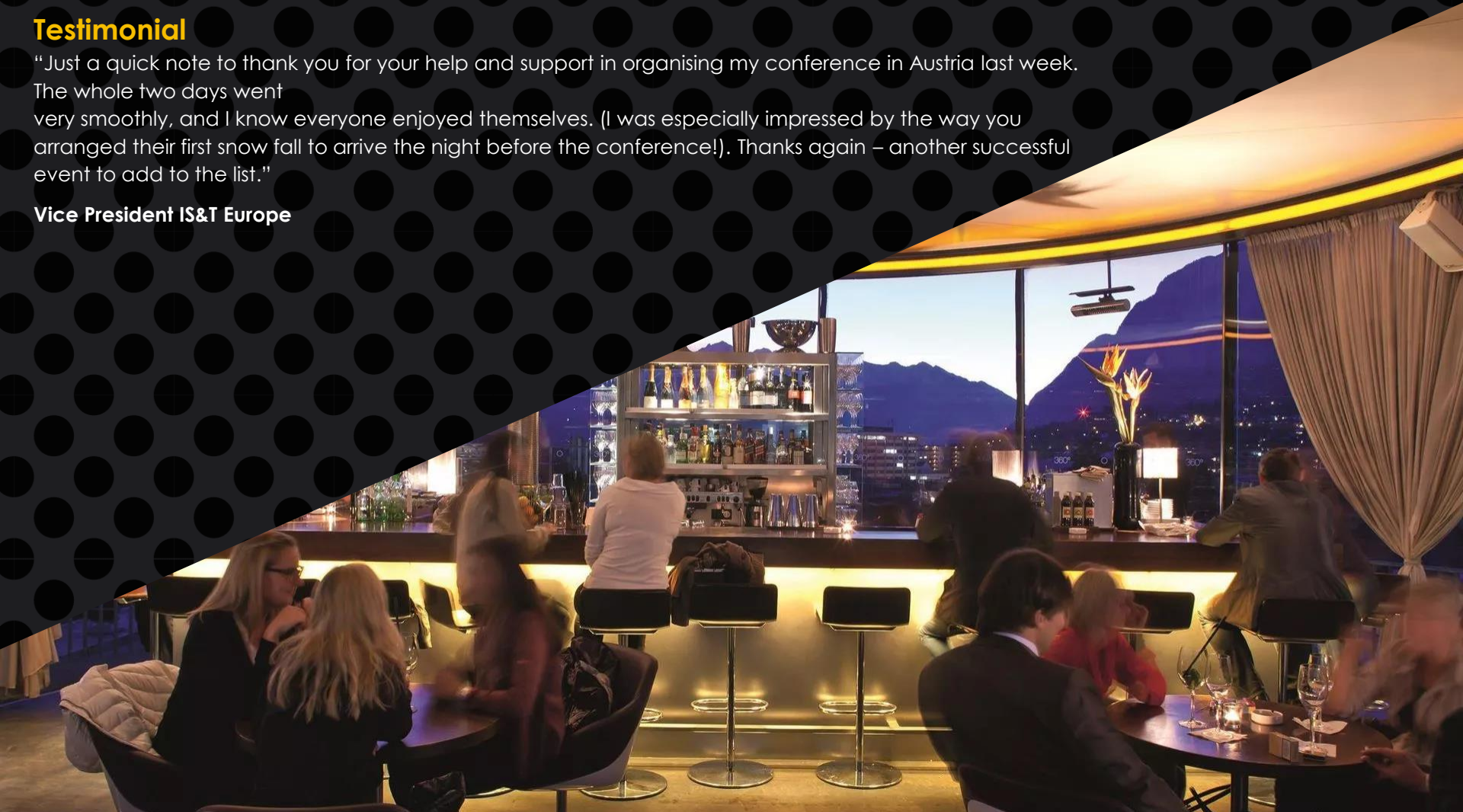
## Results & Outcomes

All the guests had a great time and enjoyed the arranged skiing activities. The team's meeting allowed the client to spread key business messages and assess their performance over the year whilst setting targets for the new year. The mix of enjoyment and business factors facilitated the gelling of teams from different parts of Europe and laid down the foundations for successful and productive working relationships in the future.

## Testimonial

"Just a quick note to thank you for your help and support in organising my conference in Austria last week. The whole two days went very smoothly, and I know everyone enjoyed themselves. (I was especially impressed by the way you arranged their first snow fall to arrive the night before the conference!). Thanks again – another successful event to add to the list."

**Vice President IS&T Europe**



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Loyalty and Reward  
Culture Change

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Product Launches  
Field Marketing  
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## Events

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Team Building  
Parties and Celebrations  
Activity Days and Fun Days  
Overseas Events



**MotivAction**

Motivation Communication Events

[www.motivaction.co.uk](http://www.motivaction.co.uk)

[ideas@motivaction.co.uk](mailto:ideas@motivaction.co.uk)