

ESSENTIALS OF THE INCENTIVE WORLD

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Absolutism, proselytism, force, persuasion, blackmail and slavery or even war have been used by societies since the beginning of times, to achieve collective or individual objectives. All these formats are implying the use of force for obtaining results against the will of individuals.

In our modern society where individuals are aware of their rights and freedom of choice, these practices could no longer work. Thus, the incentives and motivation strategies were invented for convincing groups and individual forces to adhere spontaneously and at their freewill to a strategic planning and application for achieving collective social or corporate goals.

Motivation strategies are applied for soft no sale corporate or social objectives. The strategies of motivation are applied more with exemplary persuasion, teamwork, improvement of working or living conditions, recognition, and esteem and do not always have to provide individual awards to those for who are addressed.

Incentive strategies are applied more for hard commercial or sales objectives. The strategies of incentives are addressing mostly corporate needs and goals and are requiring exceeding of performance by individuals or groups to obtain at their freewill and with common or individual effort the organizational goals and contribute to the improvement or success of the corporation. The incentives always offer a reward for those individuals or team who achieve the pre-defined objectives. The awards can be monetary, merchandise (gifts) or travel.

Travel awards have become the prime incentive and motivational award since the late 70's and in this session, we shall examine broadly.

What is incentive travel?

What are its differences with tourism?

What are the advantages of Incentive Travel

What are the differences of Incentive travel and Meetings

Who are the Incentive Executives and what should they provide

What is SITE the Society of Incentive Travel Executives and who can become members.