

## INCENTIVE: BE A REAL PROFESSIONAL AND GAIN MORE

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There is a wide difference between an "incentive travel" (basically a tool to reward outstanding performances) and the "incentive campaign" (a process to motivate people towards performance enhancement). Most incentive travel producers are "technicians". To reinforce their professionalism, incentive experts may benefit from the awareness of what is BEFORE an incentive travel program.

More: 80% of pure incentive travel programs include at least meetings not shorter than 3 hours, and the 80% of pure corporate meetings include ingredients that are typical of incentive travel programs.

By developing a high professional skill in overall Human Motivation, incentive experts may increase their business and gains.

The syllabus of the seminar is:

- \* Incentive: tool vs. process
- \* Who may be motivated (references to the Psychological Domains)
- \* Relationship between stimulus and reactions
- \* Phases of an incentive program (Anamnesis, Iphotesis, Diagnosis, Prognosis, Operation, Therapy, Monitoring, and Conclusion)
- \* Measurable objectives to sell Non-Sales incentive programs
- \* From mark up to professional fee
- \* Examples, examples, examples.