

THE INCENTIVE SOLUTION



AHEAD OF THE FIELD?



WIN A DAY AT THE RACES!

- Return chauffeur transfers
- Private box hire
- Morning coffee and biscuits
- Champagne reception
- Complimentary bar
- Luxury five course luncheon
- Souvenir race-card
- Racing newspapers
- Tote betting facilities
- VIP hostess service
- Professional tipster
- £5 betting voucher per person




FRIDAY 10th SEPTEMBER

EVERY SEPTEMBER, THE ST. LEGER IS CELEBRATED WITH FOUR DAYS OF FESTIVITIES AT DONCASTER RACECOURSE.

IF YOUR SCORECARD IS IN THE TOP 20 FOR JULY & AUGUST, YOU COULD BE ENJOYING THIS VIP PACKAGE!

THE INCENTIVE SOLUTION

At XSEM we do more than just manage events. We offer a complete solution to running a staff or client incentive. We offer support at every step of the way to ensure that any campaign does what it should - increases sales!

Our approach is a tailored one where we will follow the steps below, offering as much or as little support as you need:

THE BRIEF

We need to understand your objectives.

- Who is taking part in the incentive?
- How will they qualify?
- How long will it run for?
- What are the demographics of the qualifiers?
- What is the budget?
- What will make the campaign a success for you?

THE EVENT

Once we understand your aims we will research, design and present a range of event solutions. We will use our experience and contacts to present an event that will excite and motivate participants.

LAUNCHING THE CAMPAIGN

It is essential that participants know what can be won and how to win it. Our in house designers can help you produce marketing materials to promote the incentive, these would include:

- Email shots, branded HTML emails promoting the prize
- Branded posters, providing visual promotion of the campaign
- Branded leaflets, giving specific event details
- Text messages to mobiles
- Hosted web pages
- Online registration, if participants need to register their interest, we can use our online survey software to produce personalised questionnaires.



ONGOING PROMOTION

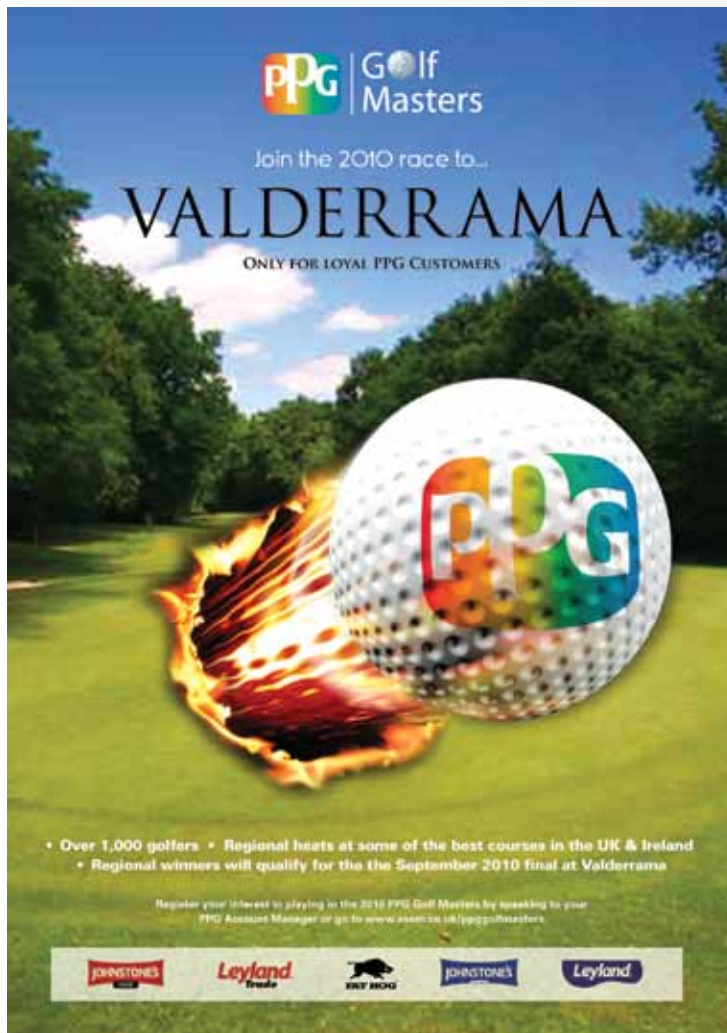
Don't let the message get forgotten. If your campaign is running for a number of weeks or months it essential that participants are regularly reminded about what is on offer and how close they are to winning it. This can be done through

- Regular result updates using branded results templates
- Branded email footers with links to prize details
- Email shots
- Text alerts to mobiles

PRE-EVENT COMMUNICATION

Once you know your winners, shout about how great the prize is they have just won. Word will spread to colleagues or other clients, helping to promote competition for future campaigns. We produce personalised branded itineraries that will make the individual feel special and make the event feel like a VIP experience.





ON-SITE EVENT MANAGEMENT

Our hands on service throughout an event is second to none. We pride ourselves on going that extra mile so that your winners will never have to ask "where are we going next?" or "is the transfer vehicle coming?" We will be one step ahead, making sure drinks are cold, tables are reserved and attendees are treated to an experience they will never forget.

GET FEEDBACK

Once an event has taken place it is essential to find out what went well and if any areas could be improved on. It is vital to do this on the first day back in the office. Our online survey can be tailored to get the information you need to keep improving.

MAXIMIZE PR

Incentives provide an ideal platform to launch both internal and external PR. We will ensure that photo's capture the experience and attendee testimonials re-enforce why future prizes are worth competing for.





WHY USE XSEM?

We use years of experience in the event industry to take all the internal hassle and stress out event management. We work with thousands of tried and tested suppliers who can offer everything from an airport transfer to a helicopter tour over the Grand Canyon.

Our event ideas are thoroughly researched and if we don't get it right first time then we repeat all the leg work until we do! By working with our clients over a number of years we build up a strong knowledge of their business and people, allowing us to deliver events that really work.

OUR EVENT MANAGEMENT SERVICES INCLUDE:

- Hotel arrangements
- Flights and liaising with airlines / flight partners
- Restaurant reservations
- Golf reservations
- Powerboat hire
- Helicopter tours
- Sports tickets
- Theater shows
- Concerts
- Night club entrance
- Executive transfers
- Spa treatments
- City sightseeing tours
- Team building activities
- Wine tasting
- Celebrity appearances

Throughout the whole process our event team is on hand to make sure that everything is running on time and on budget, allowing our clients to relax and enjoy the incentive they have invested in.