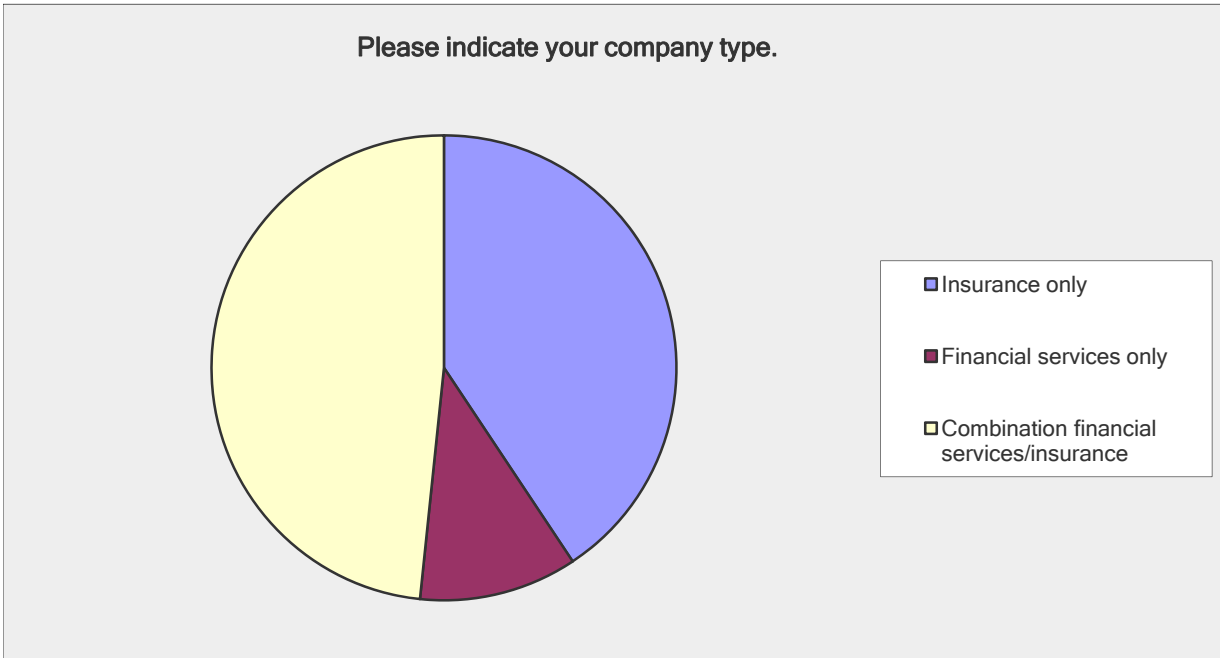


2015 FICP Incentives Survey

Please indicate your company type.

Answer Options	Response Percent	Response Count
Insurance only	40.7%	37
Financial services only	11.0%	10
Combination financial services/insurance	48.4%	44
<i>answered question</i>		91
<i>skipped question</i>		0

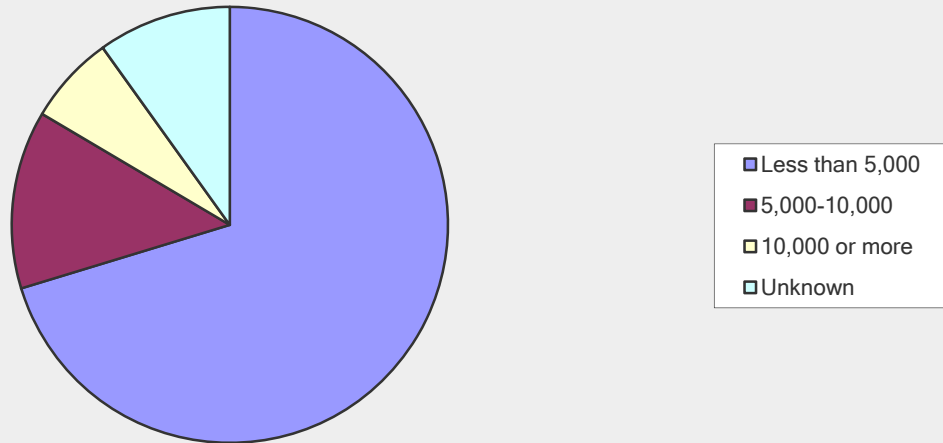


2015 FICP Incentives Survey

How many total people are eligible to qualify for one, or more, of your company's incentive programs?

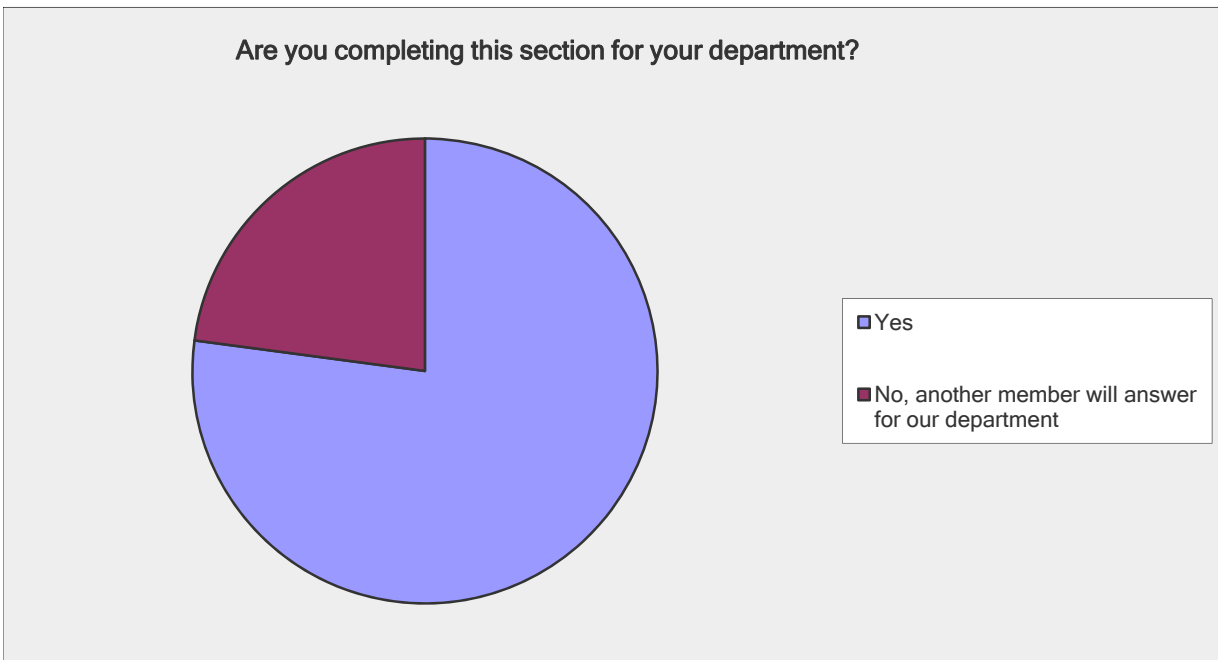
Answer Options	Response Percent	Response Count
Less than 5,000	70.3%	64
5,000-10,000	13.2%	12
10,000 or more	6.6%	6
Unknown	9.9%	9
<i>answered question</i>		91
<i>skipped question</i>		0

How many total people are eligible to qualify for one, or more, of your company's incentive programs?



2015 FICP Incentives Survey

Are you completing this section for your department?		
Answer Options	Response Percent	Response Count
Yes	77.1%	64
No, another member will answer for our department	22.9%	19
<i>answered question</i>		83
<i>skipped question</i>		8

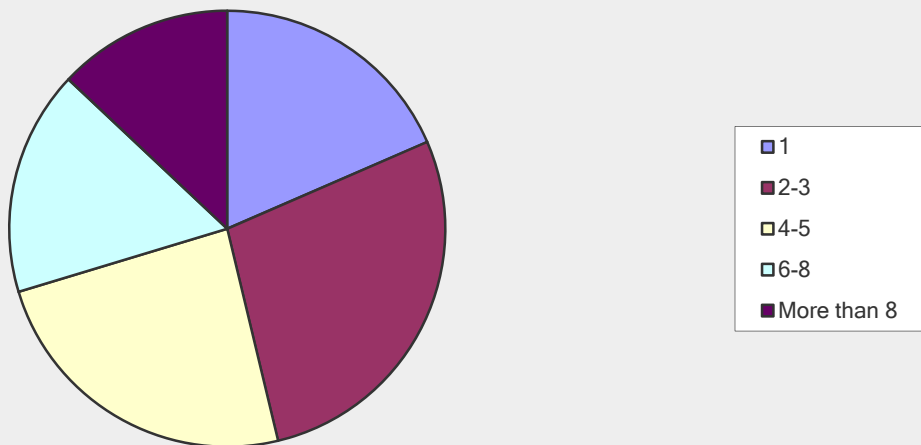


2015 FICP Incentives Survey

How many incentive programs does your department plan per year?

Answer Options		Response Percent	Response Count
1	1	18.5%	10
2-3		27.8%	15
4-5		24.1%	13
6-8		16.7%	9
More than 8		13.0%	7
<i>answered question</i>			54
<i>skipped question</i>			37

How many incentive programs does your department plan per year?

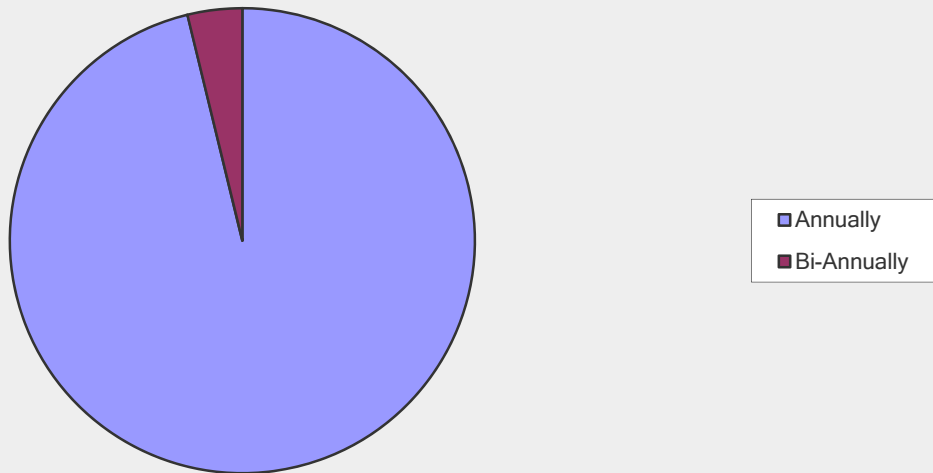


2015 FICP Incentives Survey

Are most of your incentives held:

Answer Options	Response Percent	Response Count
Annually	96.2%	51
Bi-Annually	3.8%	2
Other (please specify)		4
	<i>answered question</i>	53
	<i>skipped question</i>	38

Are most of your incentives held:



Comment(s)

Variable incentive programs for annual and quarterly

Every other year

both annually and bi-annually

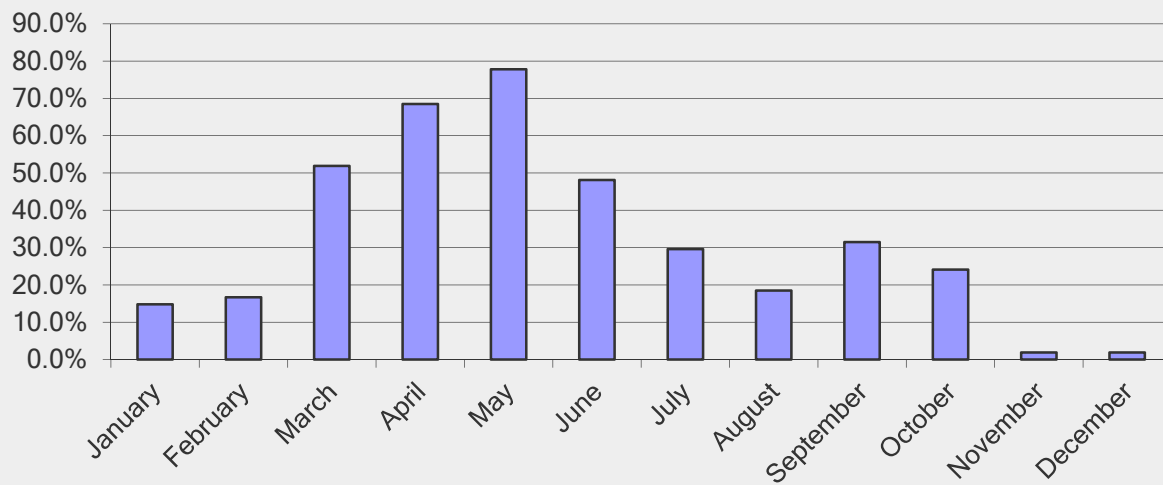
We do one annually and a bi-annual that attendees can choose how to qualify.

2015 FICP Incentives Survey

In which months are incentive programs typically held (select all that apply)?

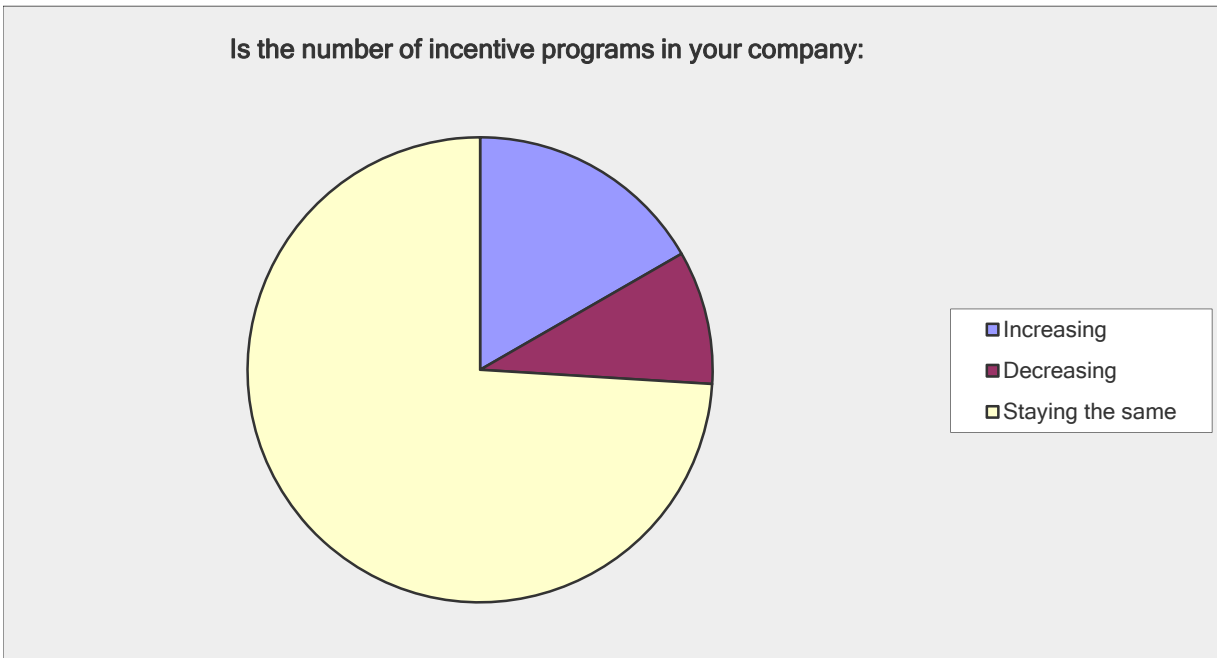
Answer Options	Response Percent	Response Count
January	14.8%	8
February	16.7%	9
March	51.9%	28
April	68.5%	37
May	77.8%	42
June	48.1%	26
July	29.6%	16
August	18.5%	10
September	31.5%	17
October	24.1%	13
November	1.9%	1
December	1.9%	1
<i>answered question</i>		54
<i>skipped question</i>		37

In which months are incentive programs typically held (select all that apply)?



2015 FICP Incentives Survey

Is the number of incentive programs in your company:		
Answer Options	Response Percent	Response Count
Increasing	16.7%	9
Decreasing	9.3%	5
Staying the same	74.1%	40
<i>answered question</i>		54
<i>skipped question</i>		37

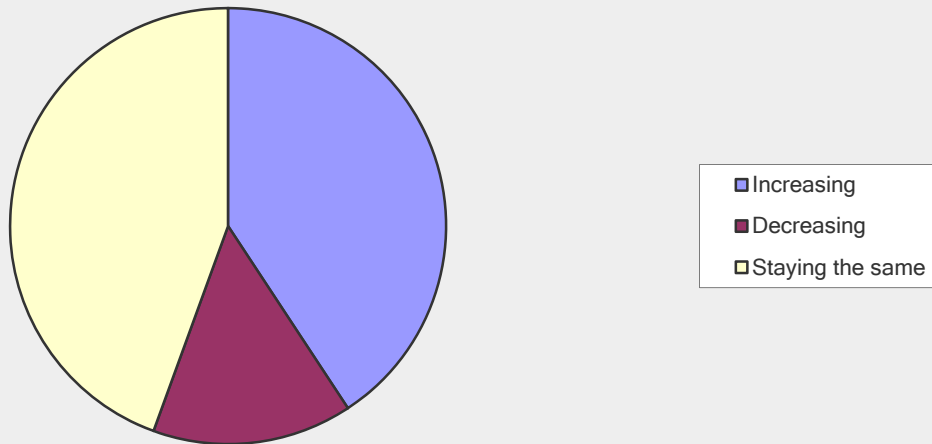


2015 FICP Incentives Survey

Is the number of qualifier attendees throughout your incentive programs:

Answer Options	Response Percent	Response Count
Increasing	40.7%	22
Decreasing	14.8%	8
Staying the same	44.4%	24
<i>answered question</i>		54
<i>skipped question</i>		37

Is the number of qualifier attendees throughout your incentive programs:

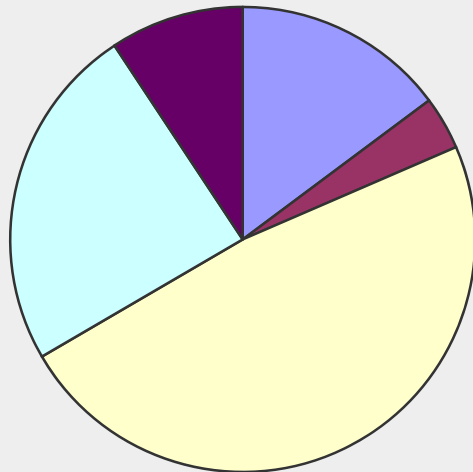


2015 FICP Incentives Survey

Do you hold incentive programs:

Answer Options	Response Percent	Response Count
Domestically only	14.8%	8
Internationally only	3.7%	2
Approximate average of 75% domestic and 25%	48.1%	26
Approximate average of 50% domestic and 50%	24.1%	13
Approximate average of 25% domestic and 75%	9.3%	5
<i>answered question</i>		54
<i>skipped question</i>		37

Do you hold incentive programs:



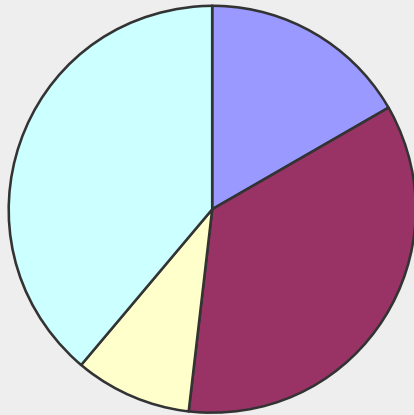
- Domestically only
- Internationally only
- Approximate average of 75% domestic and 25% international
- Approximate average of 50% domestic and 50% international
- Approximate average of 25% domestic and 75% international

2015 FICP Incentives Survey

If your company umbrella includes subsidiary companies, do their incentive programs follow the same criteria as your department or do they have their own criteria?

Answer Options	Response Percent	Response Count
Same criteria for all	16.7%	9
Unique criteria for each	35.2%	19
Combination of criteria from each	9.3%	5
My company does not have subsidiary companies	38.9%	21
<i>answered question</i>		54
<i>skipped question</i>		37

If your company umbrella includes subsidiary companies, do their incentive programs follow the same criteria as your department or do they have their own criteria?



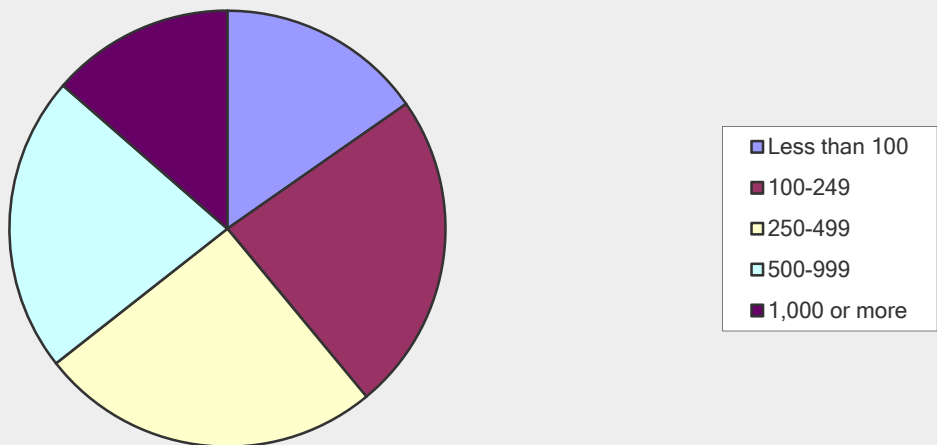
- Same criteria for all
- Unique criteria for each
- Combination of criteria from each
- My company does not have subsidiary companies

2015 FICP Incentives Survey

What is the typical size of your largest-attended incentive program?

Answer Options	Response Percent	Response Count
Less than 100	15.3%	9
100-249	23.7%	14
250-499	25.4%	15
500-999	22.0%	13
1,000 or more	13.6%	8
<i>answered question</i>		59
<i>skipped question</i>		32

What is the typical size of your largest-attended incentive program?

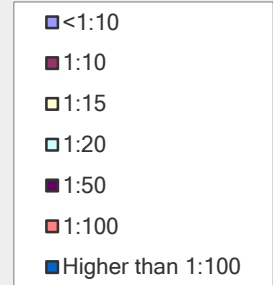
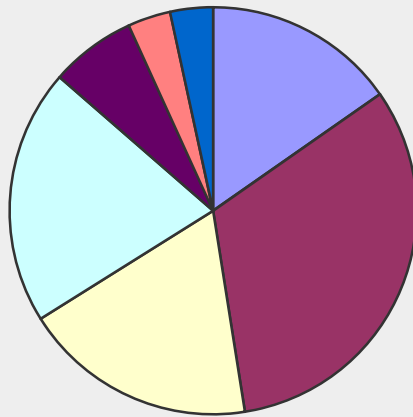


2015 FICP Incentives Survey

What is the ratio that most closely matches that of your home office attendees to qualifier attendees at your largest-attended incentive?

Answer Options	Response Percent	Response Count
<1:10	15.3%	9
1:10	32.2%	19
1:15	18.6%	11
1:20	20.3%	12
1:50	6.8%	4
1:100	3.4%	2
Higher than 1:100	3.4%	2
<i>answered question</i>		59
<i>skipped question</i>		32

What is the ratio that most closely matches that of your home office attendees to qualifier attendees at your largest-attended incentive?

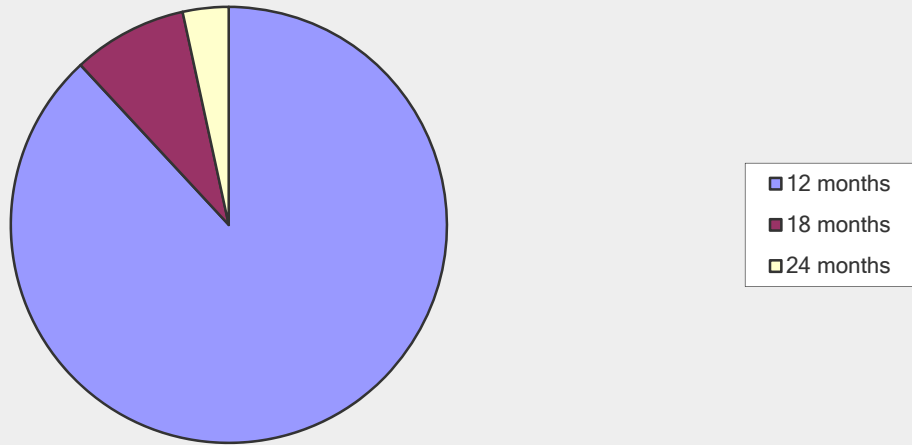


2015 FICP Incentives Survey

What is the qualification period for your largest-attended incentive?

Answer Options	Response Percent	Response Count
12 months	88.1%	52
18 months	8.5%	5
24 months	3.4%	2
Other (please specify)		1
	<i>answered question</i>	59
	<i>skipped question</i>	32

What is the qualification period for your largest-attended incentive?



Comment(s)

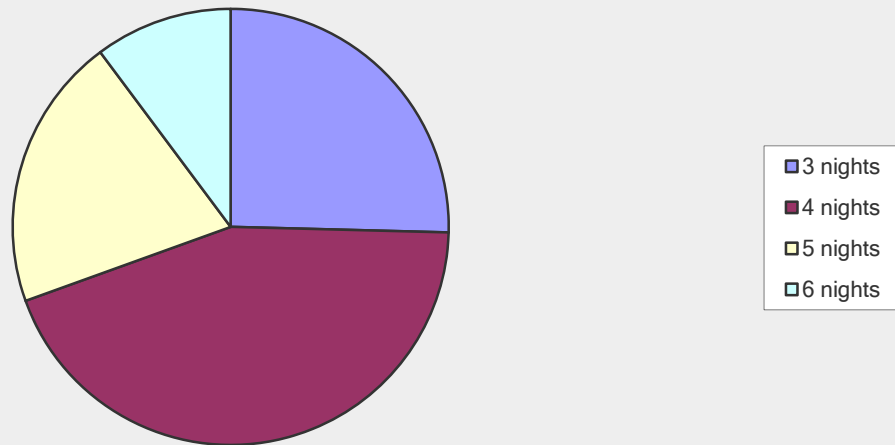
We are changing to 12 months for 2017

2015 FICP Incentives Survey

Excluding travel time, what is the length of your largest-attended incentive?

Answer Options	Response Percent	Response Count
3 nights	25.4%	15
4 nights	44.1%	26
5 nights	20.3%	12
6 nights	10.2%	6
Other (please specify)		3
<i>answered question</i>		59
<i>skipped question</i>		32

Excluding travel time, what is the length of your largest-attended incentive?



Comment(s) Waves at 3, 4 and 5. Most coming in at 3.

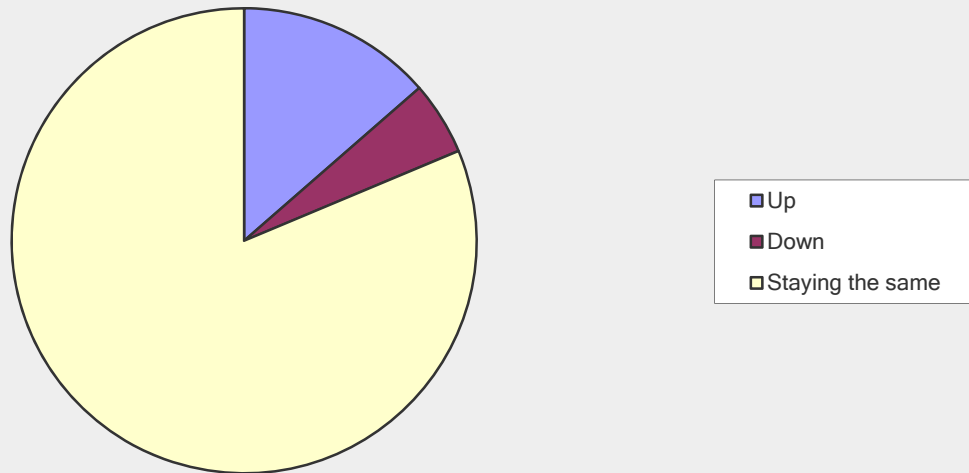
Domestic 4 or 5 -- International 6
two nights

2015 FICP Incentives Survey

Is the length of your largest-attended incentive program trending:

Answer Options	Response Percent	Response Count
Up	13.6%	8
Down	5.1%	3
Staying the same	81.4%	48
<i>answered question</i>		59
<i>skipped question</i>		32

Is the length of your largest-attended incentive program trending:

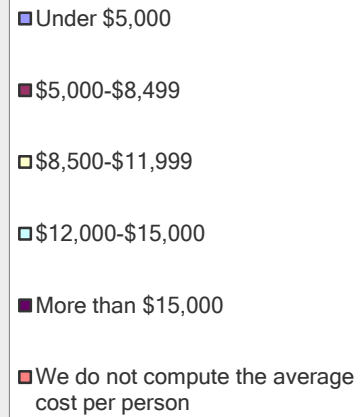
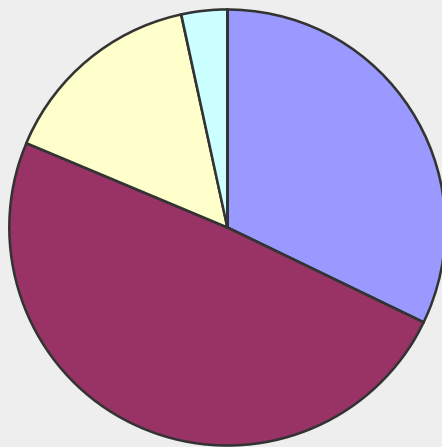


2015 FICP Incentives Survey

What is the average cost per attendee (counting qualifiers only) of your largest-attended incentive?

Answer Options	Response Percent	Response Count
Under \$5,000	32.2%	19
\$5,000-\$8,499	49.2%	29
\$8,500-\$11,999	15.3%	9
\$12,000-\$15,000	3.4%	2
More than \$15,000	0.0%	0
We do not compute the average cost per person	0.0%	0
<i>answered question</i>		59
<i>skipped question</i>		32

What is the average cost per attendee (counting qualifiers only) of your largest-attended incentive?

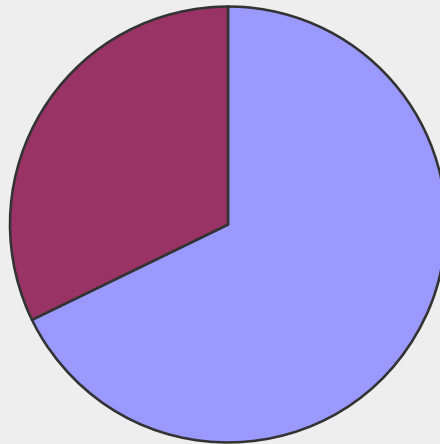


2015 FICP Incentives Survey

Do you send qualifying attendees either a Form 1099 or W2 for your largest-attended incentive?

Answer Options	Response Percent	Response Count
Yes	67.8%	40
No	32.2%	19
	<i>answered question</i>	59
	<i>skipped question</i>	32

Do you send qualifying attendees either a Form 1099 or W2 for your largest-attended incentive?

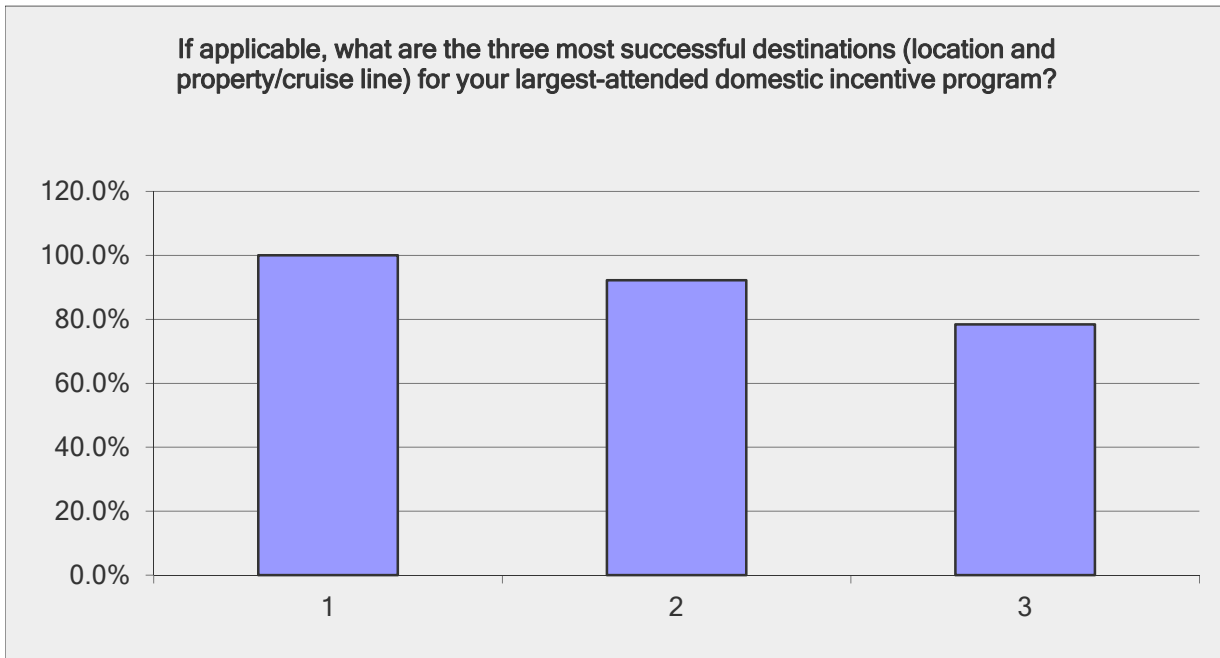


■ Yes
■ No

2015 FICP Incentives Survey

If applicable, what are the three most successful destinations (location and property/cruise line) for your largest-attended domestic incentive program?

Answer Options	Response Percent	Response Count
1	100.0%	51
2	92.2%	47
3	78.4%	40
<i>answered question</i>		51
<i>skipped question</i>		40



1 new York city

2

Hilton Waikoloa
Southern California - St Regis
Chartered Small Cruise Ship
New Orleans
Atlantis
San Fransico - Half Moon Bay
East Coast
Ritz Carlton Dove Mountain, AZ
Four Seasons Santa Barbara
Maui, Rutz Carlton Kapalua
New Orleans
Santa Barbara
Maui/Ritz-Carlton, Kapalua
The Broadmoor
Southern California
Puerto Rico
Napa Valley, Auberge du Soleil
Aspen, Colorado
Vail - Ritz Bachelor Gulch
Crystal Cruises
Fairmont San Francisco
Wynne Las Vegas
Cruise / Roya; Caribbean
Kauai
Caribbean - Ritz Dorado Beach
Four Sesaons - Chicago
Maui
San Franciso
Hawaii
Atlantis, Bahamas
Fairmont Orchid, Hawaii
Boardwalk Resort, Walt Disney World
Hawaii
San Diego
Hawaii
Lisbon Portugal
Four Seasons Santa Barbara
Las Vegas
Orlando
Hawaii
California - Montage Laguna Beach
Miami St Regis & Fountainebleu
Hawaii, Four Seasons
Kiawah Island, SC/Sanctuary
Fontainebleau Miami
Maui

Napa, CA - Meritage
Scottsdale, AZ
Hilton, Los Cabos
Mansion on Forsyth, Savannah, Georgia

florida

JW Marriott Palm Springs
Jackson Hole - Four Seasons
Disney Property
Orlando
Orlando
Alask Cruise - Caribbean
Koehler
Pelican Hill, CA
Inn at Palmetto Bluffs
Bahamas, The Atlantis/Cove
San Diego
Hawaii
Washington, D.C./Mandarin Oriental
Marco Island Marriott
Hawaii
California
Four Seasons Maui
Telluride, Colorado
Hawaii - Grand Wailea
All Inclusive Resorts
The Phoenician in Scottsdale, AZ
California / Ritz Laguna & St. Regis Monarch Beach
Orlando
Cabo - Esperanza
The Boulders - Phoenix
Santa Fe
The Broadmoor, Colorado Springs
Ritz-Carlton Kapalua, Maui,
Moana Surfrider, Honolulu, Hawaii
Las Vegas
Alaskan Cruise Royal Caribbean
Bermuda
Hawaii Hyatt Kauai
Orlando
Washington DC
Orlando
South Carolina - Montage Palmetto Bluff
Napa
Dana Point, CA, The Ritz
Half Moon Bay, CA/Ritz-Carlton
JW Marriott/Ritz Carlton Orlando
Colorado Springs
Miami, FL - Fountainbleau
San Diego, CA
Atlantis, Bahamas
Fairmont San Francisco, California

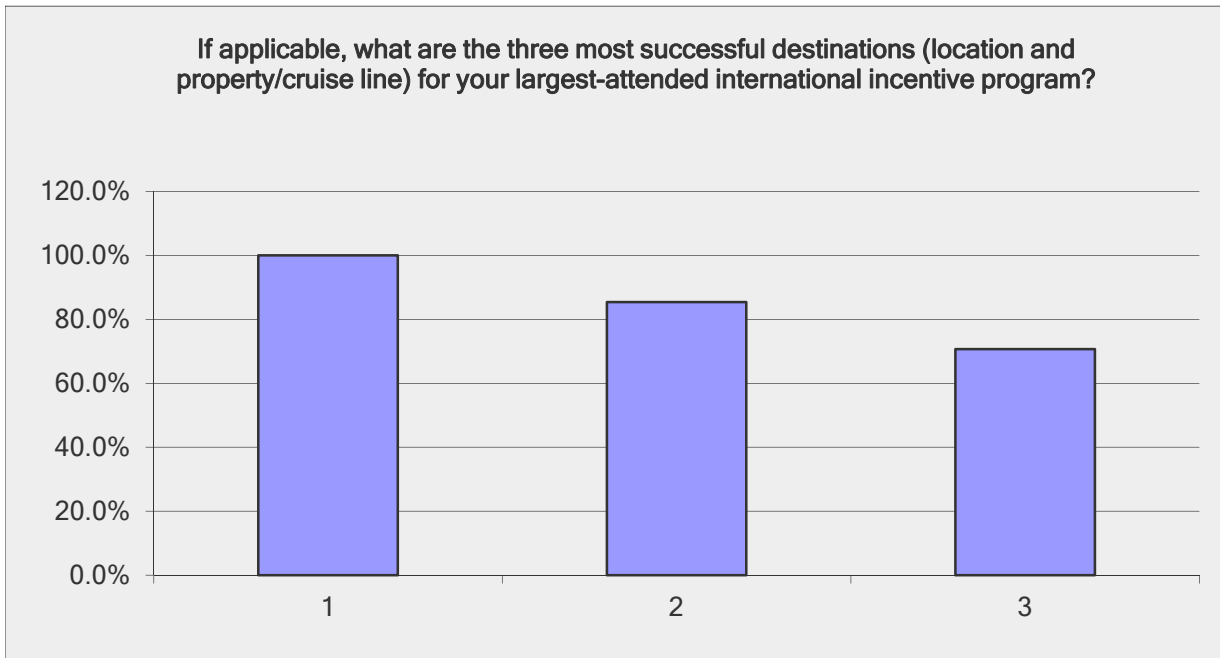
3 Palm Beach - Ritz-Carlton

Hawaii
San Diego
Miami
Hawaii - Four Seasons Maui
Chicago
Sawgrass
The Ritz-Carlton, all locations
Napa Valley- Calistoga Ranch
Orlando
Scottsdale
Naples/Ritz-Carlton
Hyatt Regency Maui
Florida
Vail, Colorado
Colorado Springs - Broadmoor
The Ritz-Carlton, Naples in Florida
Florida Ritz Naples & Amelia Island
Maui
Napa - Calistoga Ranch
Fairmount - Seattle
Tuscon
Ritz-Carlton, Kapalua, Maui
Celebrity Solstice
Hyatt Regency Huntington Beach
Alaska Cruise
Half Moon Bay San Fransico
Tuscan USA
Ritz Puerto Rico Dorado Reserve
Nashville
Indianapolis
Warm Weather destinations
St. Thomas - Ritz-Carlton
Hawaii, The Ritz Kapalua
San Diego, CA/Hotel Del Coronado
JW Marriott San Antonio Hill Country
Kiawah, SC - Sanctuary
Orlando, FL
San Francisco, California
Fontainbleu, Miami, Florida

2015 FICP Incentives Survey

If applicable, what are the three most successful destinations (location and property/cruise line) for your largest-attended international incentive program?

Answer Options	Response Percent	Response Count
1	100.0%	41
2	85.4%	35
3	70.7%	29
<i>answered question</i>		41
<i>skipped question</i>		50



Ritz Kapalua
Florence/Rome - St. Regis and Westin
Australia & New Zealand
Dublin
Portugal
The Ritz-Carlton, Grand Cayman
Los Cabo - Fiesta Americana
Ireland
Regent Seven Seas Greek Island Cruise
Australia. Great Barrier Reef-One &Only Hayman Island and Sydney
Med Cruise
Costa Rica
TDB - 2016 First International program
Prague
Eden Roc, Dominican Republic
Punta Mita
Meditereanean -Regent
Turks & Caicos
Fiesta Grand Coral Beach Cancun
Grand Velas Riviera Maya
Montreal - Sheraton Centre and Fairmont Queen Elizabeth
Riveria Maya
The Ritz Carlton, Grand Cayman
Florence
Ireland
n/a
RITZ CARLTON Powerscourt, Ireland
Ireland
Fiesta Americana Cabo
Bora Bora
Punta Mita Four Seasons
Bahamas
Silversea Cruises
Costa Rica- Andaz
Sea Dream, Mediterranean Cruise
Powerscourt, Ireland
Rosewood Mayakoba
Med Cruise - Azamara
Crystal Cruises
Iceland

Hard Rock Punta Cana

3

Ritz Key Biscayne

Costa Rica - Four Seasons

Med. Cruise

Crystal Cruise

Aruba

Jamaica - Half Moon Bay

Europe

One & Only Capetown

Barcelona-The Arts Hotel

Ireland

Lisbon

Ireland

Esperanza, Cabo

Esperanza in Cabo

Asia - Cruise - Silverseas

Fairmont Southampton Bermuda

Palais Coburg

Paris

Regent Cruise Line - Mediterranean Cruise

Portugal

JW Marriott, Grosvenor House, London

Mexico

Eastern Caribbean Royal Caribbean Allure of the Seas

Monte Carlo

Los Cabos Mexico

Mexico

Europe

Barcelona- Hotel Artz

Grand Cayman, The Ritz

Penha Longha, Portugal

Westin Vendome

Los Cabos, Mexico - Fiesta Americana

Baricloche

Malta

The Atlantis, Bahamas

Nevis - Four Seasons

Beijing, China

Berlin

Switzerland

Panama - Westin

River Cruises

Fairmont Montreux Palace, Switzerland

Italy-Rome and Florence

Italy

Greece

South Africa

Caneel Bay, US Virgin Islands

Pebble Beach

Beunos Aires - Alvear Palace

Regent Mariner Seven Seas to Alaska

Four Seasons Prague

Bahamas

Celebrity Cruise Line - Caribbean

Vancouver

London

Caribbean

Budapest- Four Seasons

Spain, Abama

Vancouver, BC/Fairmont Pacific Rim

Grand Hyatt Aruba

Quebec - Fairmont

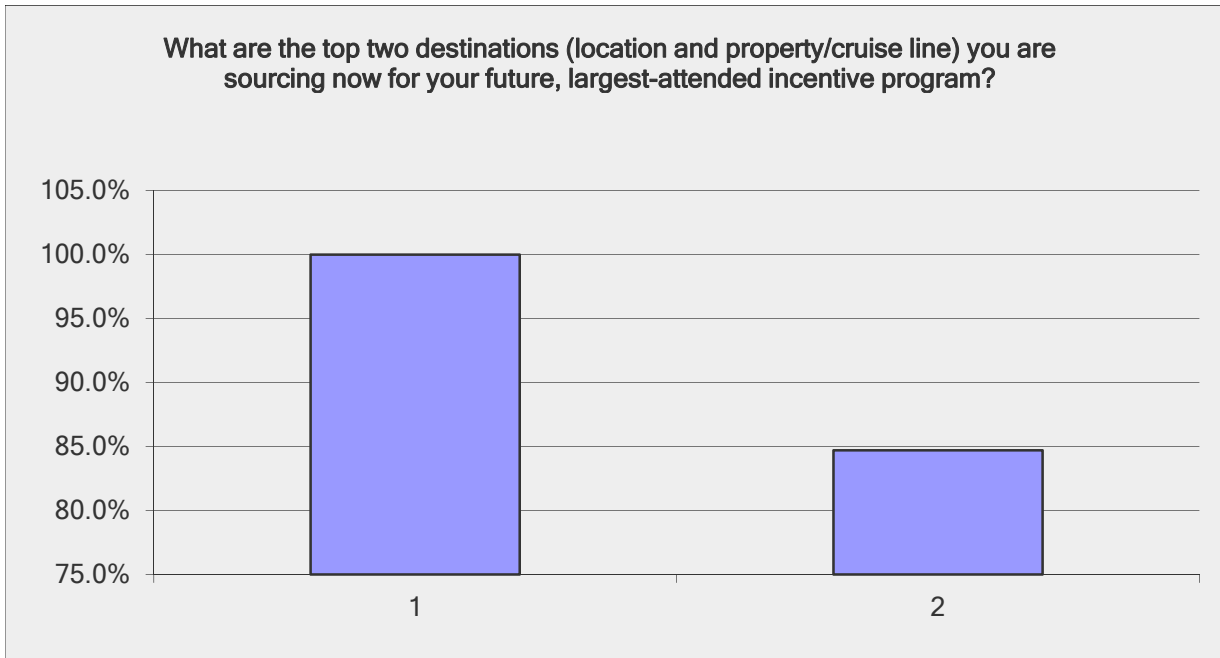
Shanghai

Costa Rica

2015 FICP Incentives Survey

What are the top two destinations (location and property/cruise line) you are sourcing now for your future, largest-attended incentive program?

Answer Options	Response Percent	Response Count
1	100.0%	59
2	84.7%	50
<i>answered question</i>		59
<i>skipped question</i>		32



Fiesta Americana Cancun
Bucket List Sporting Events
Southwest (Tucson Ritz and Santa Fe Eldorado)
San Diego
Kansas City
TBD
Hawaii
Portugal
Alaska Cruise - Caribbean Cruise/Explorere of the Seas
Hawaii
River Cruise
Miami
Ritz Carlton Naples
New Zealand
Los Cabos, Mexico Hyatt Ziva
Costa Rica
California
JW Marriott Austin
Southern CA
Silver Seas - Greek Isles
New Mexico
Jumby Bay, Antigua
Not sourcing currently
Aspen
Meditereanen - Crystal
Crystal Cruises - Alaksa
Orlando (property TBD)
Monte Carlo
San Diego
Cabo
Bahamas
Regent Cruise Line - Spanish Ports
Bermuda
Italy
California
Costa Rica
Baha Mar, Bahamas
San Diego
Nashville
Alaska Cruise
The Country of Panama - Westin
Mexico
Costa rica
na
Washington DC
TBD

Orlando
Silversea Greek Cruise
California
Iceland- Hilton Reykjavik Nordica
Can not review these due to the confidential nature
Barcelona - Hotel Arts
Rosewood Mayakoba
California
Alaskan cruise
Los Angeles, CA
Panama
Peru

Florida

Marco Island

Caribbean (Ritz Aruba - St Regis Puerto Rico)

Disney

San Antonio

TBD

Costa Rica

Aruba - Renaissance Aruba Resort and Casino

Caribbean

Mediterranean

Bermuda

Italy

Bermuda

Kansas City

Arizona

JW Marriott Marco Island

England

San Diego

Arizona

Ireland

Not sourcing currently

Telluride

Newport Beach - Pelican Hill

TBD

Hawaii (property TBD)

Whistler

caribbean location

Italy

Four Seasons/Ritz Carlton - Portugal

Charleston

Spain

Caribbean

JW Marriott Marco Island, FL

Chicago

Aruba

Aruba

Budapest

Ireland

na

San Antonio

TBD

Europe

Aruba

Napa

Las Ventanas

Florida

Southern California

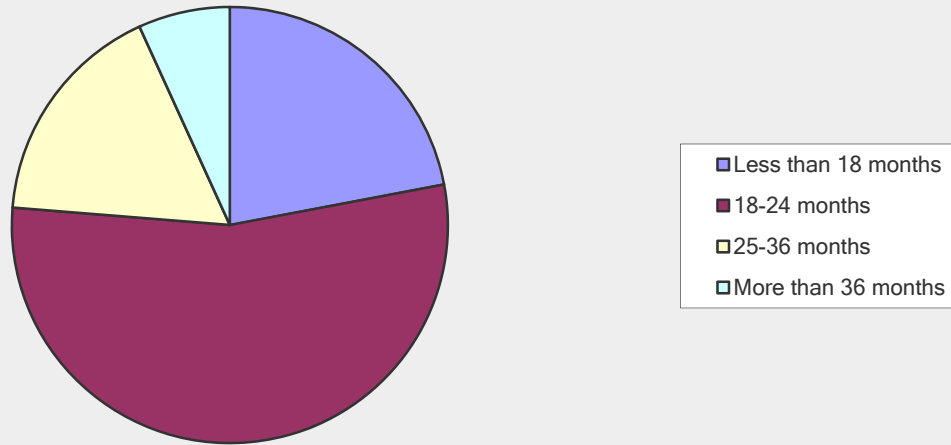
San Diego, CA
Dominicon Republic
Budapest

2015 FICP Incentives Survey

How far in advance are you contracting your largest-attended incentive program?

Answer Options	Response Percent	Response Count
Less than 18 months	22.0%	13
18-24 months	54.2%	32
25-36 months	16.9%	10
More than 36 months	6.8%	4
<i>answered question</i>		59
<i>skipped question</i>		32

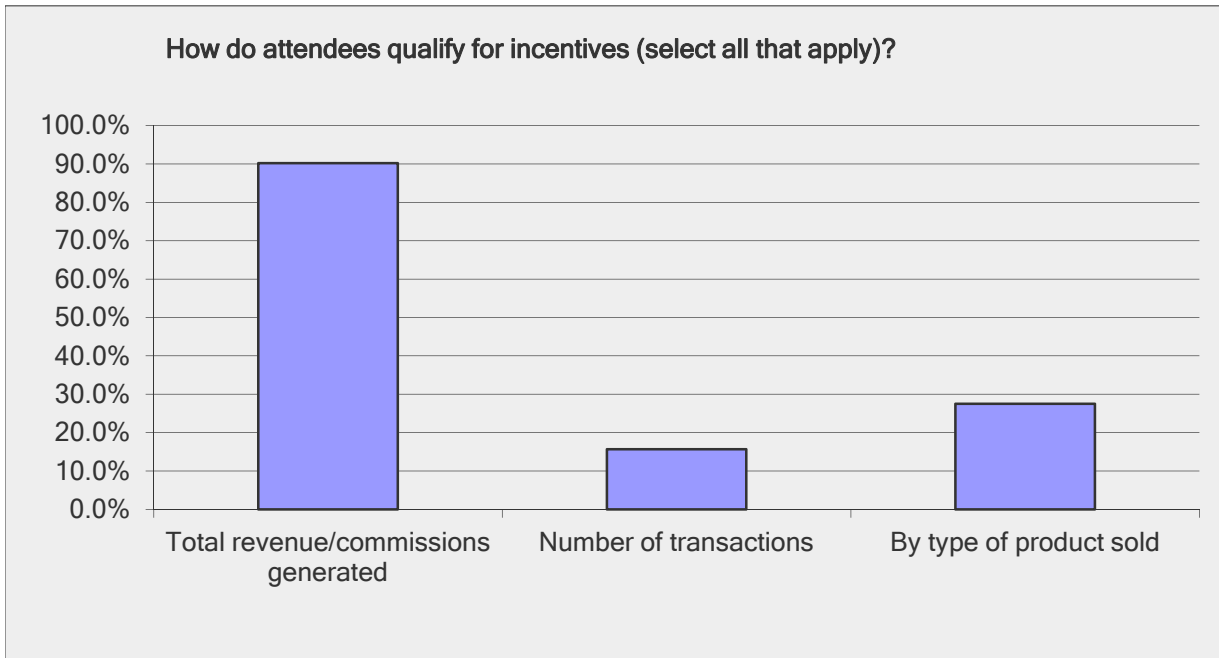
How far in advance are you contracting your largest-attended incentive program?



2015 FICP Incentives Survey

How do attendees qualify for incentives (select all that apply)?

Answer Options	Response Percent	Response Count
Total revenue/commissions generated	90.2%	46
Number of transactions	15.7%	8
By type of product sold	27.5%	14
Other (please specify)		10
<i>answered question</i>		51
<i>skipped question</i>		40



Comment(s) annualized premium on issued and paid production with minimum persistency percentage

- and excellence in their particular department (for our internal program)
- Combination of revenue, product types sold & customer satisfaction scores
- Combination of all above and other retention criteria
- Retention
- Loss Ratio
- Points based system for specific product types
- All of the above
- Growth, Loss Ratio, Product Mix
- Sales / Service

2015 FICP Incentives Survey

How do you promote incentive programs throughout the qualification period?	
Answer Options	Response Count
	44
<i>answered question</i>	44
<i>skipped question</i>	47

Comment(s)

Scorecard monthly

Emails and printed materials from Corporate

Combination of mailings to the home and emails as well as promoting in newsletter and other meetings/events.
various

Posters, sales contests, online sales results and online articles

Postcards, E-mails, Special Promotions

email campaigns, other meetings

Email blasts/flyers/Regional Sales Managers/Give-aways

Our Marketing team handles promotions

Email promotions, one small gift to their home

Emails, snail mail, web communications/meetings and social media

email, website, mailers

Communications -- On-line video, teasers and community blog

Bulletins - Emails

email, postcards

advertising and communications

Updates on award standings; send teaser packages

through our Marketing team. Each rep is assigned to an agency. We do a save the date, then a formal invitation for

Drip marketing campaigns - email and mail pieces

Email, marketing promotional mailers, teasers, video via email to producers

Through individual sales offices

email blasts, destination teasers (trinkets), local promotions

Print, email

Newsletters, custom website, ad in monthly company digital magazine, promotional mailouts

Our agent portal, meetings, email.

In-room teaser the year prior, video the year prior, posters, social media

Email, print materials to homes, posters, promo videos shown at agency meetings, video post cards to homes

Email, Video

mail, email, webinars, twitter, facebook, company newsletter

HTMLs, Hard Mailers, website, trinket teasers

Internal promotion with email promos and gifts

we don't formally

Intranet

Email Blasts, Monthly Drive CDs, Calendar and Progress Charts provided at the beginning of each qualifying period

Promotional Video, Monthly updates

Postcards, customized music CD's, customized gifts

Individual business areas do all promoting- Emails, website, hard mailings.

Yes, we have a marketing campaign

Various email campaigns, through the regional offices, on our agency portal

Emails and bulletins

email, direct mail with gift items, web site banners, word of mouth, banner stands at certain other events like seminars

Full communication timeline / program

It's a surprise. They know it's out there and they know what they need to do to qualify.

It varies - email communications, newsletters, printed targeted pieces, contests, gifting, sales team

It varies - email communications, newsletters, printed targeted pieces, contests, gifting, sales team

llows.

nd.

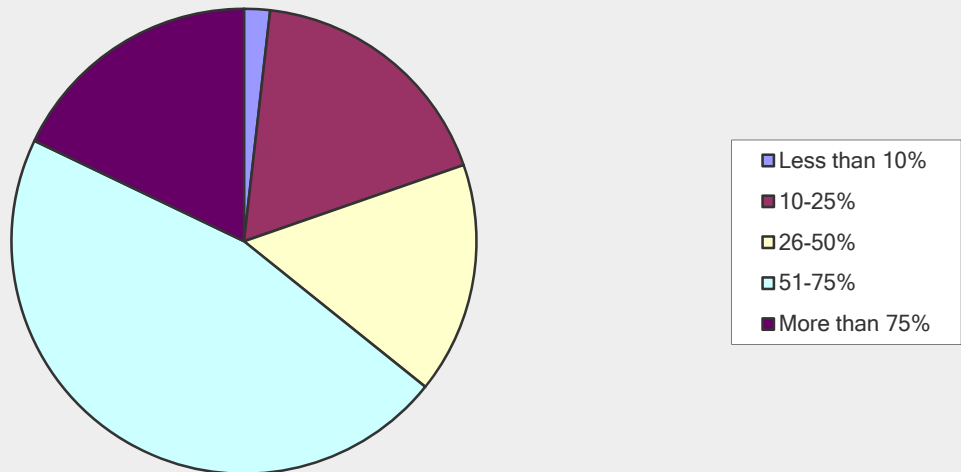
ars and trade shows

2015 FICP Incentives Survey

What percentage of qualifiers are typically repeat attendees:

Answer Options	Response Percent	Response Count
Less than 10%	1.8%	1
10-25%	17.9%	10
26-50%	16.1%	9
51-75%	46.4%	26
More than 75%	17.9%	10
<i>answered question</i>		56
<i>skipped question</i>		35

What percentage of qualifiers are typically repeat attendees:

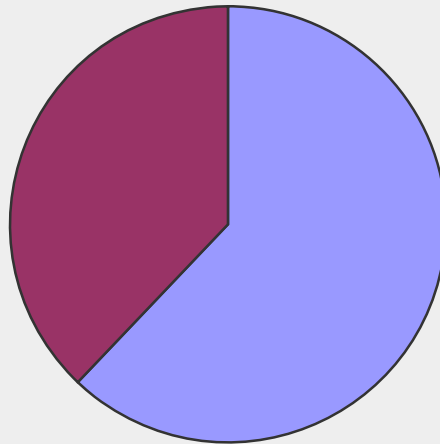


2015 FICP Incentives Survey

Is your company considering increasing the requirements to qualify for incentives to make them more exclusive?

Answer Options	Response Percent	Response Count
Yes	62.1%	36
No	37.9%	22
	<i>answered question</i>	58
	<i>skipped question</i>	33

Is your company considering increasing the requirements to qualify for incentives to make them more exclusive?



■ Yes
■ No

2015 FICP Incentives Survey

What are ways in which your company is changing your qualifications?	
Answer Options	Response Count
	24
<i>answered question</i>	24
<i>skipped question</i>	67

Responses

Top 5%

Increase the production requirement to attend. We are also moving to 12 months eligibility period (instead of 18 months) with higher numbers to reach

Still being reviewed

Increasing Production for Qualification

Increasing the dollar amount of the premium booked with us.

Requiring more business to qualify

Making revenue goals higher

Target numbers increase each year

Increasing to keep elite groups between the levels.

We have 4-5 subsidiaries, so it varies by group. We do not get involved in this, Marketing does.

Greater focus on preferred product and cross sell opportunities

increasing qualification amounts to qualify. Target 20% of field force to qualify

Higher qualifications

Only for International destinations, increased metrics all around

geographic-based thresholds vs company-wide thresholds

Increasing qualifying number (sales)

Increasing goals

Increasing Sales Qualifications to ensure that the conference remains somewhat small and intimate. Add and change

Increasing sales threshold

raising the bar in terms of qualification; spacing out the programs to make them less frequent (2 years instead of 1 year)

Lowering number of attendees, including those who have direct reports only

Raising the Bar on sales numbers.

We are looking at options, it changes every year.

months) for 2017 incentive trip

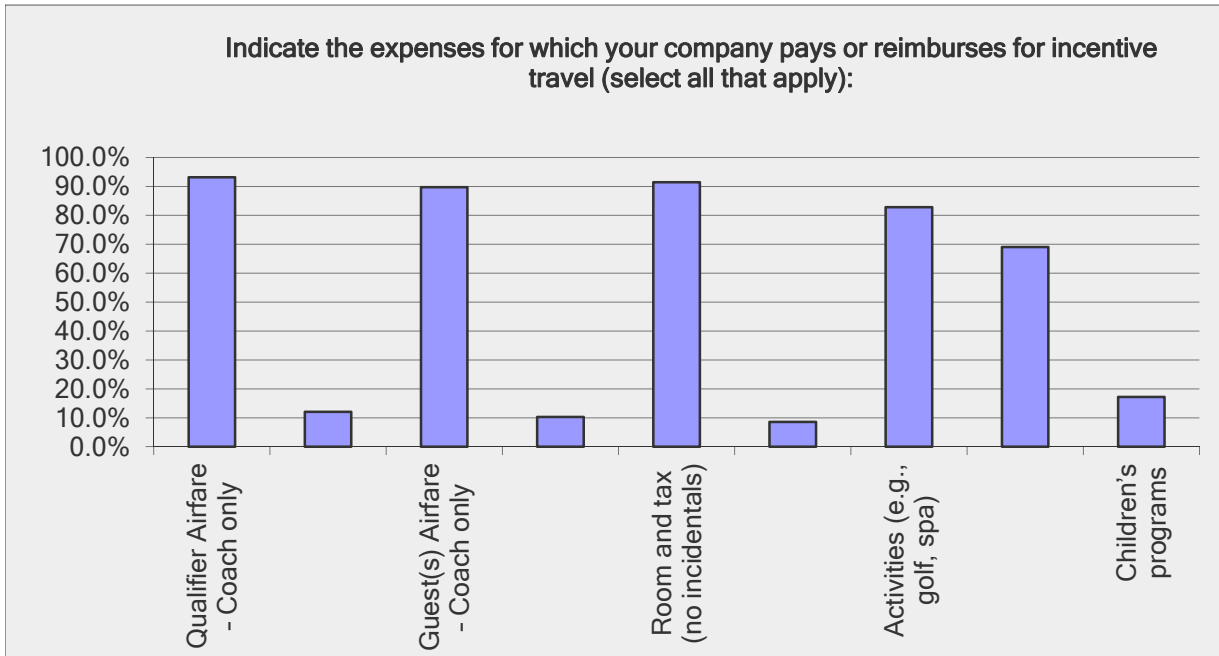
includes tiered qualifications as well i.e. Top Qualifier (new) and revised double qualifier programs

1)

2015 FICP Incentives Survey

Indicate the expenses for which your company pays or reimburses for incentive travel (select all that apply):

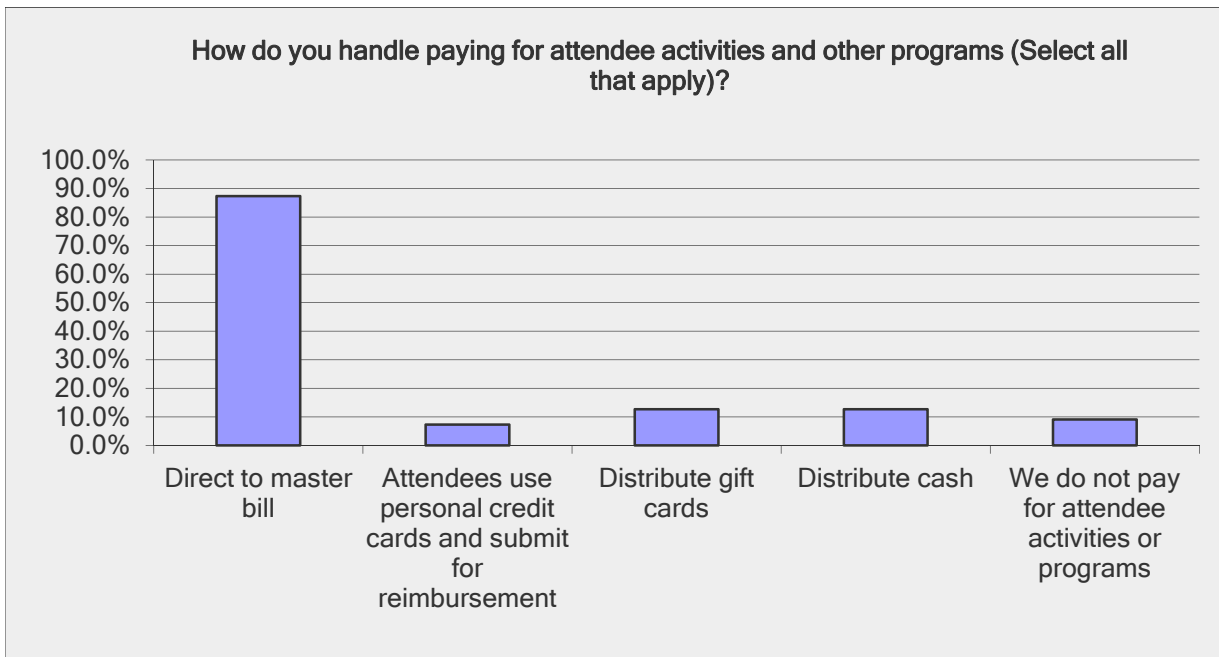
Answer Options	Response Percent	Response Count
Qualifier Airfare - Coach only	93.1%	54
Qualifier Airfare - Business/First	12.1%	7
Guest(s) Airfare - Coach only	89.7%	52
Guest(s) Airfare - Business/First	10.3%	6
Room and tax (no incidentals)	91.4%	53
Room and tax (incidentals included)	8.6%	5
Activities (e.g., golf, spa)	82.8%	48
Activities for spouses	69.0%	40
Children's programs	17.2%	10
answered question		58
skipped question		33



2015 FICP Incentives Survey

How do you handle paying for attendee activities and other programs (Select all that apply)?

Answer Options	Response Percent	Response Count
Direct to master bill	87.3%	48
Attendees use personal credit cards and submit for	7.3%	4
Distribute gift cards	12.7%	7
Distribute cash	12.7%	7
We do not pay for attendee activities or programs	9.1%	5
Other (please specify)		12
<i>answered question</i>		55
<i>skipped question</i>		36



Comment(s)

Room Credits on the attendee rooms

We pay a credit and then they pay the remainder -- so the DMC bills us for the first \$250 and then takes payment after \$250

We have 1 distribution group that we do pay for activities but the other groups are responsible for paying for their activity at reg

Certain programs we do pay for activities via master bill

Allowed to submit expense report for luggage, mileage/parking

depending if we offer any activities

Again, varies by subsidiary.

We only pay for activities on our smaller, top level incentive and they are group activities, nothing individual

attendees pay us on reg website, we then pay DMC

We typically host one activity and the rest the attendees pay for on their own

Direct to master if golf or spa. Contract DMC for hosted activities

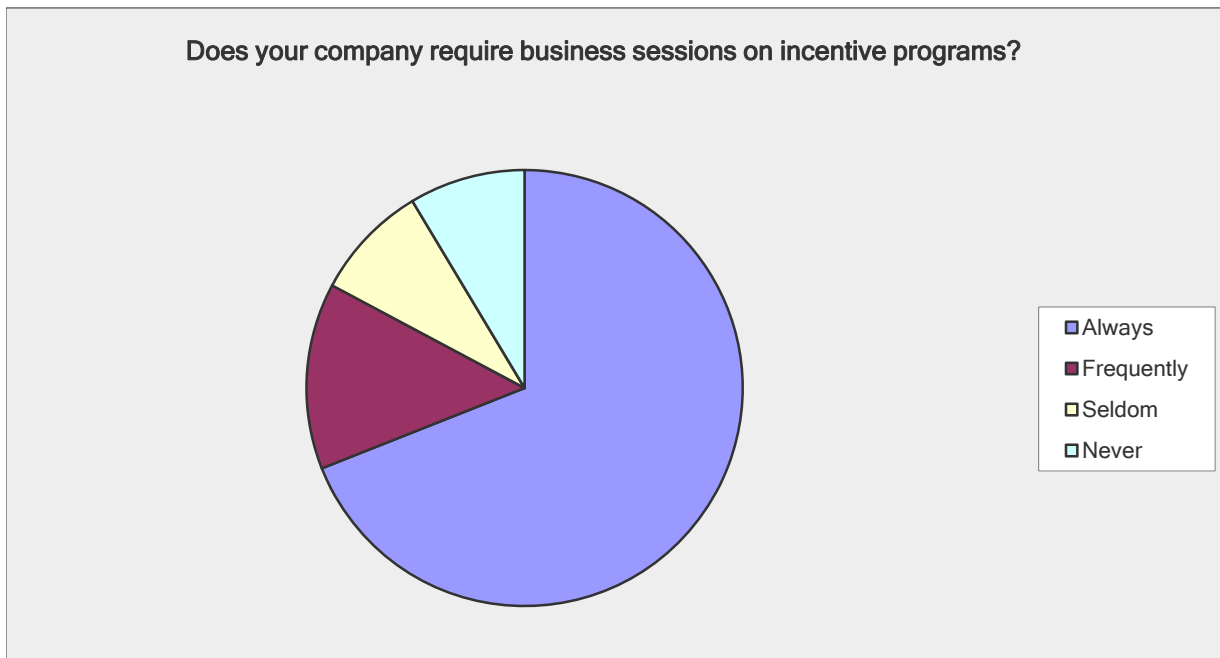
our exec hosts use cc and submit; our 'qualifying' attendees get cash or gift cards -but we send the 'cash' in advance via check

istration

actually so we don't deal with cash on site

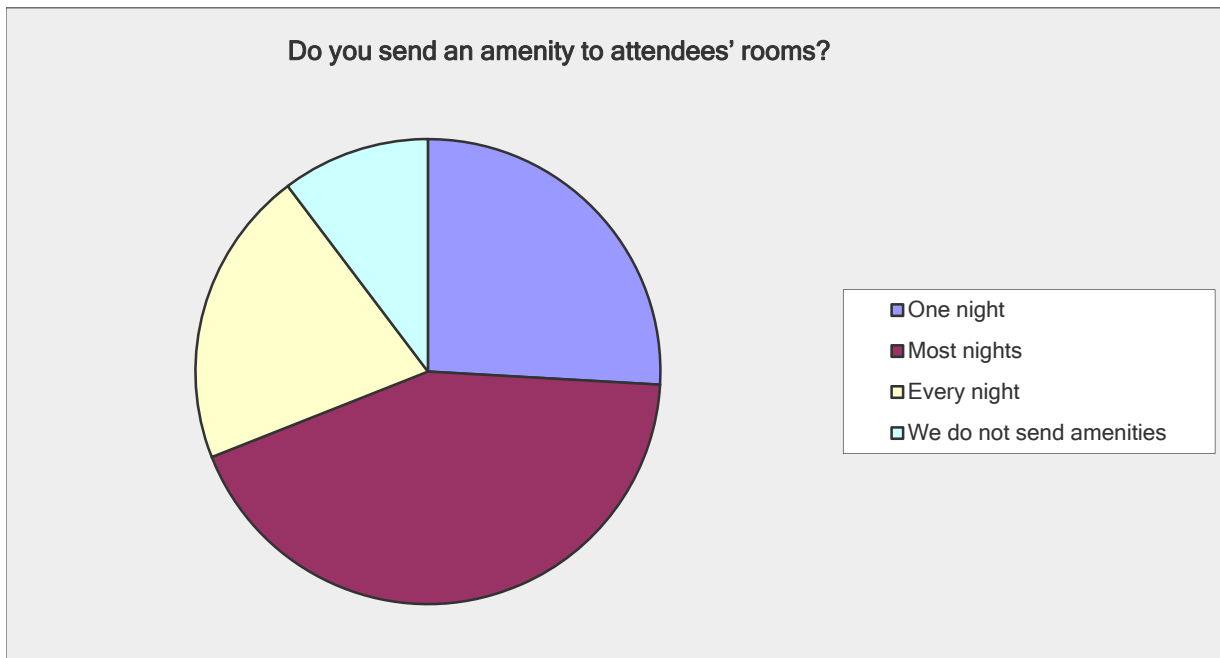
2015 FICP Incentives Survey

Does your company require business sessions on incentive programs?		
Answer Options	Response Percent	Response Count
Always	69.0%	40
Frequently	13.8%	8
Seldom	8.6%	5
Never	8.6%	5
<i>answered question</i>		58
<i>skipped question</i>		33



2015 FICP Incentives Survey

Do you send an amenity to attendees' rooms?		
Answer Options	Response Percent	Response Count
One night	25.9%	15
Most nights	43.1%	25
Every night	20.7%	12
We do not send amenities	10.3%	6
<i>answered question</i>		58
<i>skipped question</i>		33

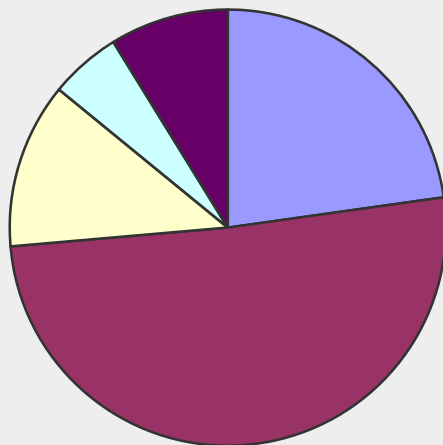


2015 FICP Incentives Survey

If you send an amenity to attendees, what is the average cost per amenity?

Answer Options	Response Percent	Response Count
Less than \$50	22.8%	13
\$50-\$100	50.9%	29
\$101-\$200	12.3%	7
More than \$200	5.3%	3
We do not send amenities	8.8%	5
<i>answered question</i>		57
<i>skipped question</i>		34

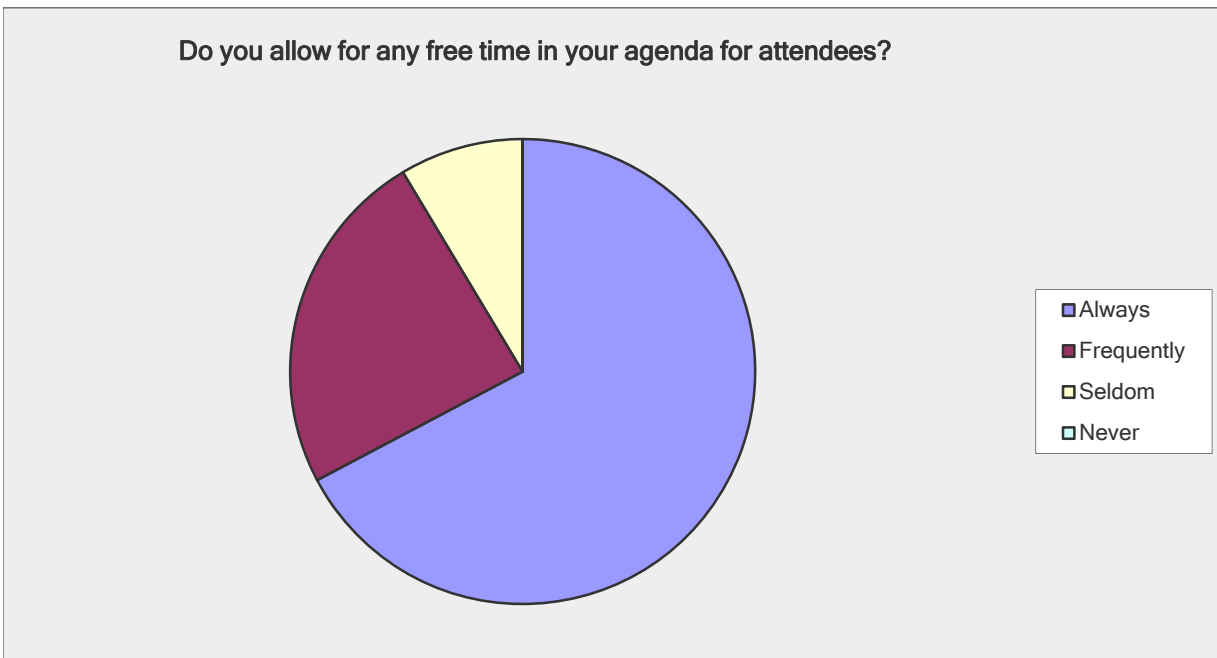
If you send an amenity to attendees, what is the average cost per amenity?



- Less than \$50
- \$50-\$100
- \$101-\$200
- More than \$200
- We do not send amenities

2015 FICP Incentives Survey

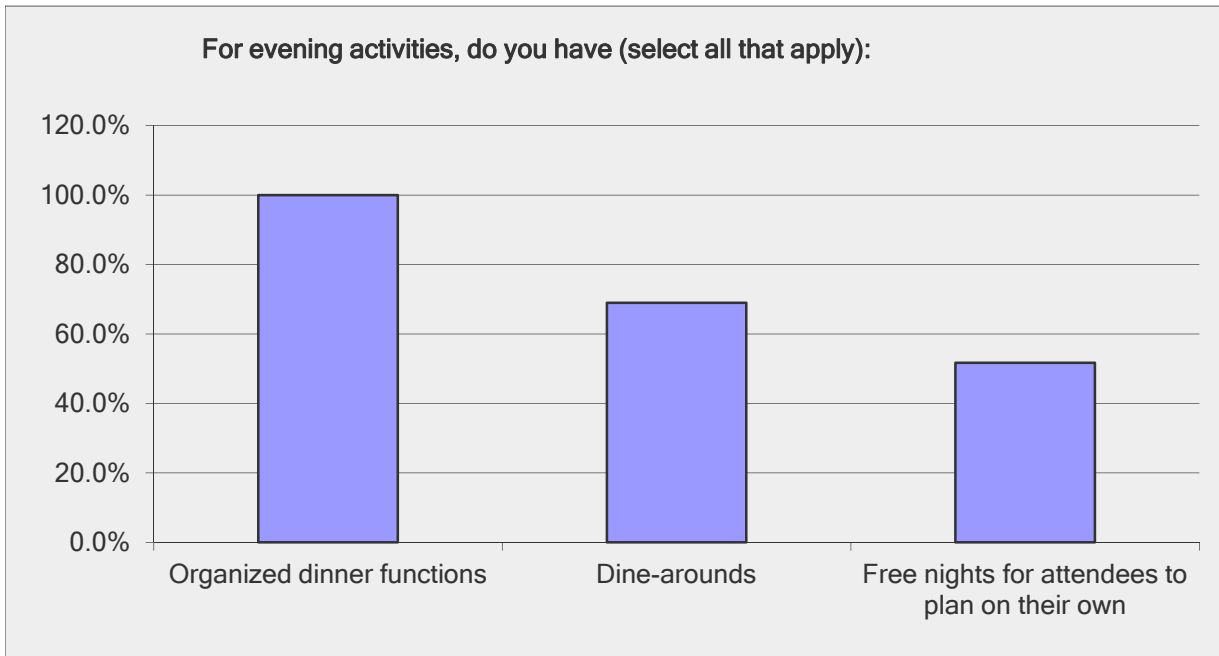
Do you allow for any free time in your agenda for attendees?		
Answer Options	Response Percent	Response Count
Always	67.2%	39
Frequently	24.1%	14
Seldom	8.6%	5
Never	0.0%	0
<i>answered question</i>		58
<i>skipped question</i>		33



2015 FICP Incentives Survey

For evening activities, do you have (select all that apply):

Answer Options	Response Percent	Response Count
Organized dinner functions	100.0%	58
Dine-arounds	69.0%	40
Free nights for attendees to plan on their own	51.7%	30
<i>answered question</i>		58
<i>skipped question</i>		33

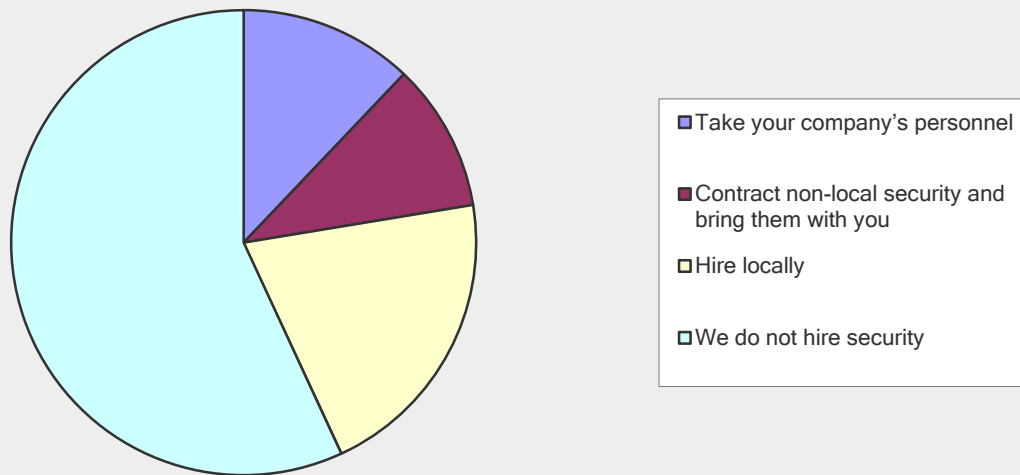


2015 FICP Incentives Survey

Regarding security, do you:

Answer Options	Response Percent	Response Count
Take your company's personnel	12.1%	7
Contract non-local security and bring them with you	10.3%	6
Hire locally	20.7%	12
We do not hire security	56.9%	33
<i>answered question</i>		58
<i>skipped question</i>		33

Regarding security, do you:

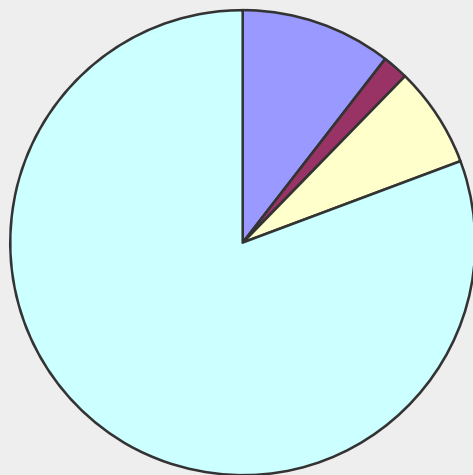


2015 FICP Incentives Survey

Regarding medical personnel, do you:

Answer Options	Response Percent	Response Count
Take your company's medical team	10.5%	6
Contract non-local medical professionals and bring them	1.8%	1
Hire locally	7.0%	4
We do not hire medical personnel	80.7%	46
<i>answered question</i>		57
<i>skipped question</i>		34

Regarding medical personnel, do you:



- Take your company's medical team
- Contract non-local medical professionals and bring them with you
- Hire locally
- We do not hire medical personnel

2015 FICP Incentives Survey

How do you keep the program design fresh and appealing to all ages and demographics?

Responses

Answer Options	Response Count
	37
<i>answered question</i>	37
<i>skipped question</i>	54

Know your customers, bring them new experiences

Mixing up gifts and offering at leisure room credits instead of an activity in case they want more free time.

Always look for what's new and then try and come up with new ideas with local DMC

Work with our internal graphic design team.

it is hard

Try to find one thing that is very unique they cannot buy; typically an experience. Hard to fit all ages.

Hire travel company to give us ideas.

Listen to what other planners do and work with a creative DMC.

Offer a variety of activities; keep some traditional elements, but also include new ideas

Surveys. Develop strong relationships with hospitality partners. IMEX for research

Education through conferences such as FICP, draw ideas from pop-culture, network with other planners

Since most of our attendees have been the same over the years, we are always looking for new activities to offer,

Good marketing engagement pieces

Newer resorts, allow family members to join the producers - this is a big trend for 2015 and beyond.

FICP!

each destination offers opportunities for all. introduced mobile app 2 years ago; well received

Networking with peers and suppliers

Work closely with DMCs, attend industry events and webinars, survey attendees

It is our biggest challenge. We change the location and type of venue to try and appeal to all ages.

We analyze the program surveys

Guest speakers, entertainment components,

make sure each program has a sense of place - focusing on what is unique in the destination

surveys after program

Try new ideas with events and usually don't repeat destinations.

switch location

Planning

Through group discussions we come up with ideas and a theme for each incentive meeting.

It's a challenge, so we try to keep up with all the trends, think outside the box and listen to attendees feedback.

really use the local hotel staff/dmc to pick local things to do - and local places to dine!

always changing location, never repeat

location is always a factor....we choose locations that are unique and that have lots to offer in terms of activities, dir

Never offering a "out of the box" event. Offering a range of activities to include physical and non-physical options

Vary the offsite dinner theme, keynote speakers

changing the destination each time helps with this; strong debrief with execs and survey feedback gives us ideas;

our event team constantly looks for new and unique ideas to feed into the organizing committee / senior leaders

By researching the web, attending industry conferences, managing a good relationship with global reps etc..

we review every year and try to build the program around the destination, not the make the destination fit the stanc

new restaurants, hotels and unforgettable, trending experiences. We never give the same thing twice. W

ner venues, etc.

input from DMCs and CVBs, ideas from magazine; peer exchange,

lard program.

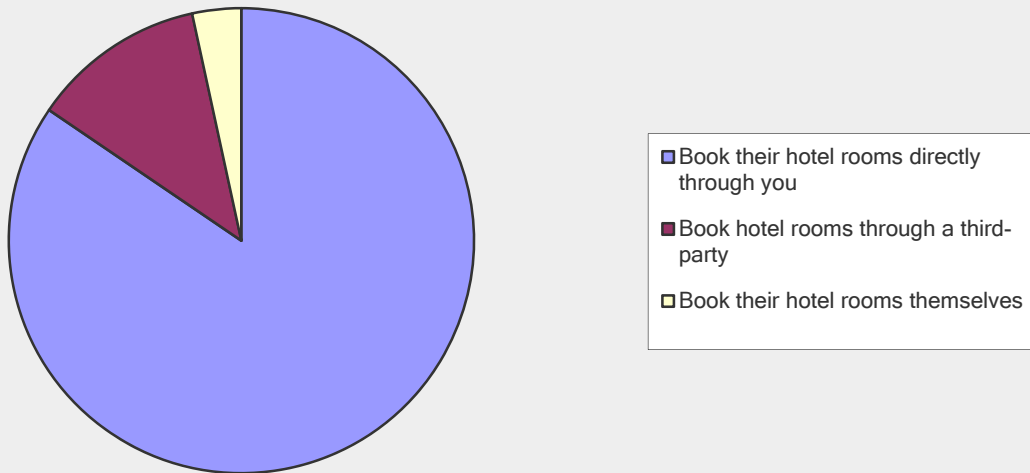
le also try to give things that people will actually use and want.

2015 FICP Incentives Survey

Do your qualifiers:

Answer Options	Response Percent	Response Count
Book their hotel rooms directly through you	84.5%	49
Book hotel rooms through a third-party	12.1%	7
Book their hotel rooms themselves	3.4%	2
<i>answered question</i>		58
<i>skipped question</i>		33

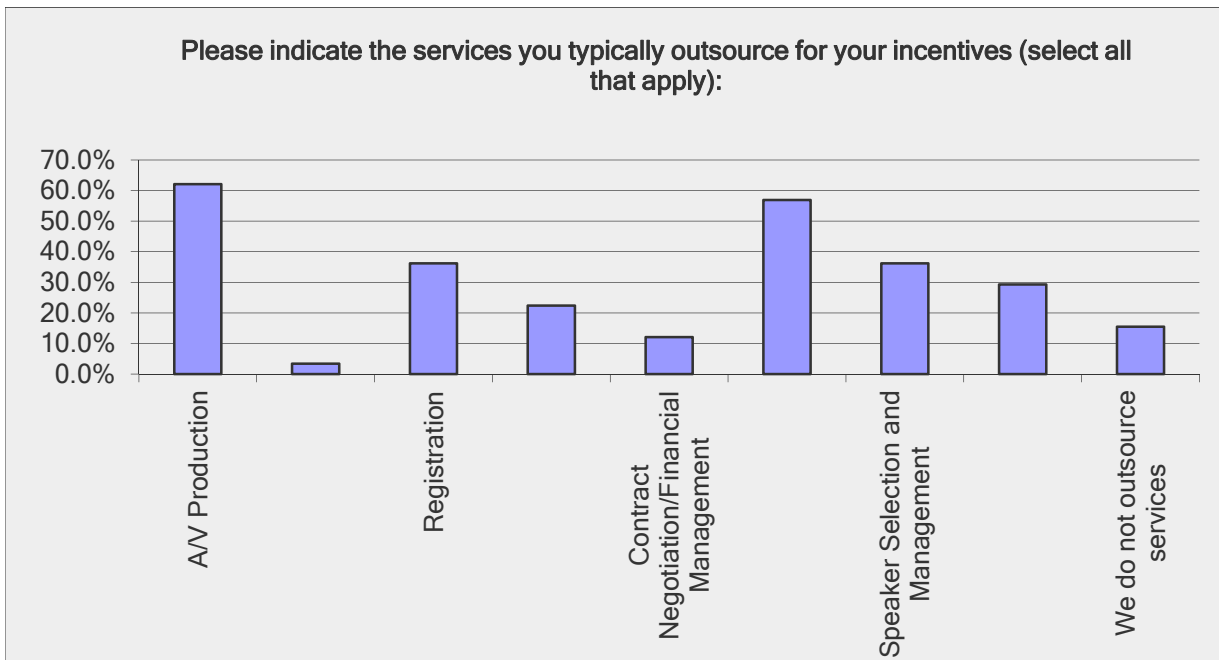
Do your qualifiers:



2015 FICP Incentives Survey

Please indicate the services you typically outsource for your incentives (select all that apply):

Answer Options	Response Percent	Response Count
A/V Production	62.1%	36
Marketing/Promotion	3.4%	2
Registration	36.2%	21
Site Selection	22.4%	13
Contract Negotiation/Financial Management	12.1%	7
Travel	56.9%	33
Speaker Selection and Management	36.2%	21
Onsite Support Staff	29.3%	17
We do not outsource services	15.5%	9
Other (please specify)		3
<i>answered question</i>		58
<i>skipped question</i>		33



Comment(s)

We have a lot of answers that apply to different meetings and the 3rd party definition is not clear so a bit tough to answer

We determine the destination and work with HelmsBrisoe on the negotiations. We manage the hotel relationship with the group.
We use a registration system, but we do all the work with it. For speaker Selection...we use a speakers bureau to assist

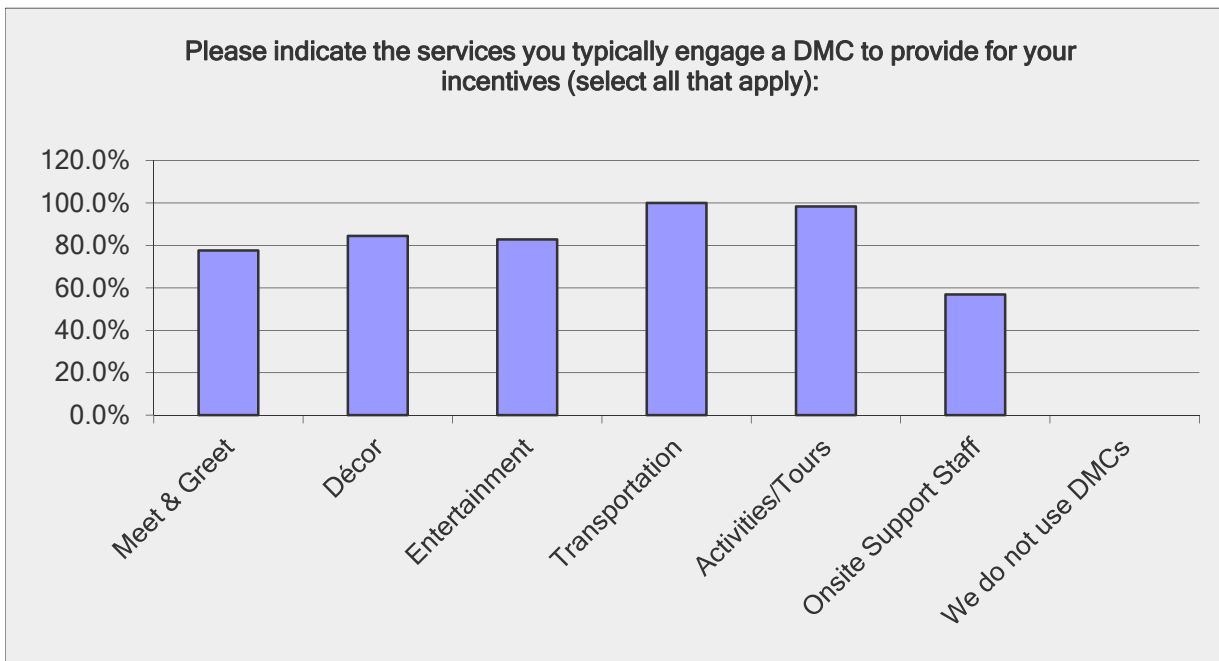
› travel company. We also manage all participant registration data but work with a vendor to design the registration

site

2015 FICP Incentives Survey

Please indicate the services you typically engage a DMC to provide for your incentives (select all that apply):

Answer Options	Response Percent	Response Count
Meet & Greet	77.6%	45
Décor	84.5%	49
Entertainment	82.8%	48
Transportation	100.0%	
Activities/Tours	98.3%	57
Onsite Support Staff	56.9%	33
We do not use DMCs	0.0%	0
Other (please specify)		3
<i>answered question</i>		58
<i>skipped question</i>		33

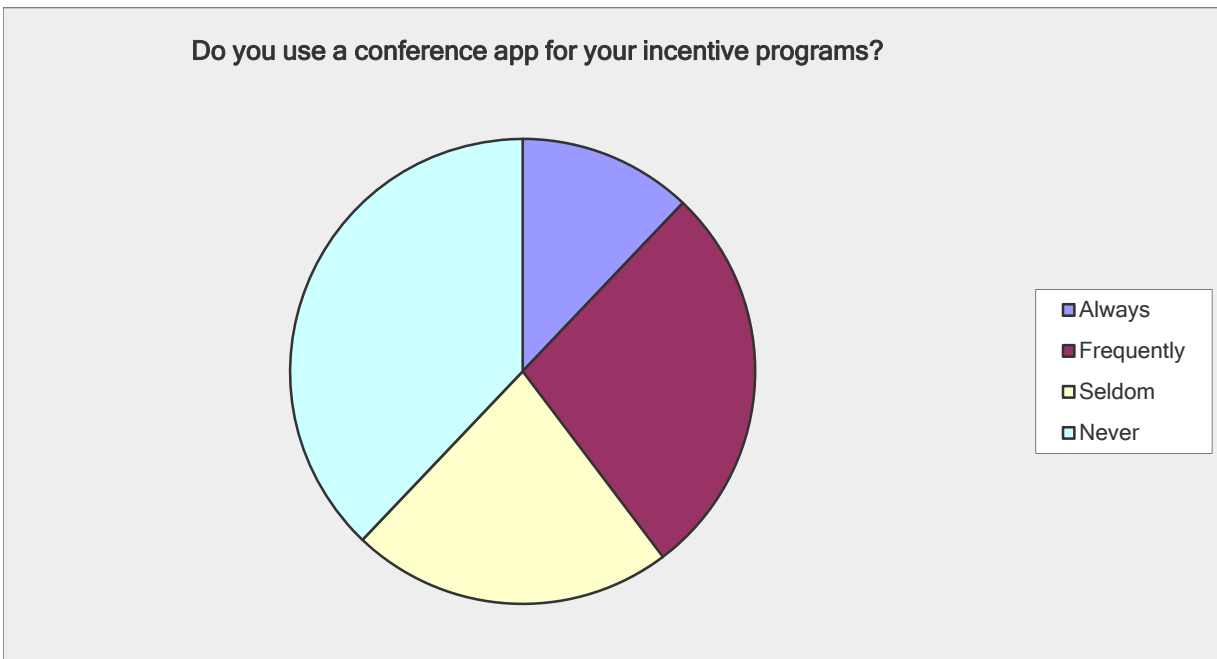


Comment(s) Hospitality Desk Staff on days other than arrival day

for offsite dinner event ONLY
Hospitality Desk

2015 FICP Incentives Survey

Do you use a conference app for your incentive programs?		
Answer Options	Response Percent	Response Count
Always	12.1%	7
Frequently	27.6%	16
Seldom	22.4%	13
Never	37.9%	22
<i>answered question</i>		58
<i>skipped question</i>		33

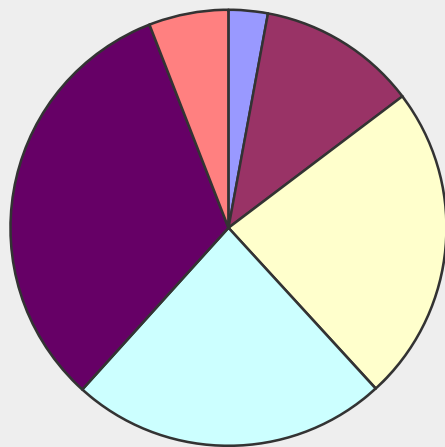


2015 FICP Incentives Survey

In your estimation, what percentage of your attendees utilizes the conference app?

Answer Options	Response Percent	Response Count
Less than 10%	2.9%	1
10-25%	11.8%	4
26-50%	23.5%	8
51-75%	23.5%	8
More than 75%	32.4%	11
We do not track app usage	5.9%	2
<i>answered question</i>		34
<i>skipped question</i>		57

In your estimation, what percentage of your attendees utilizes the conference app?

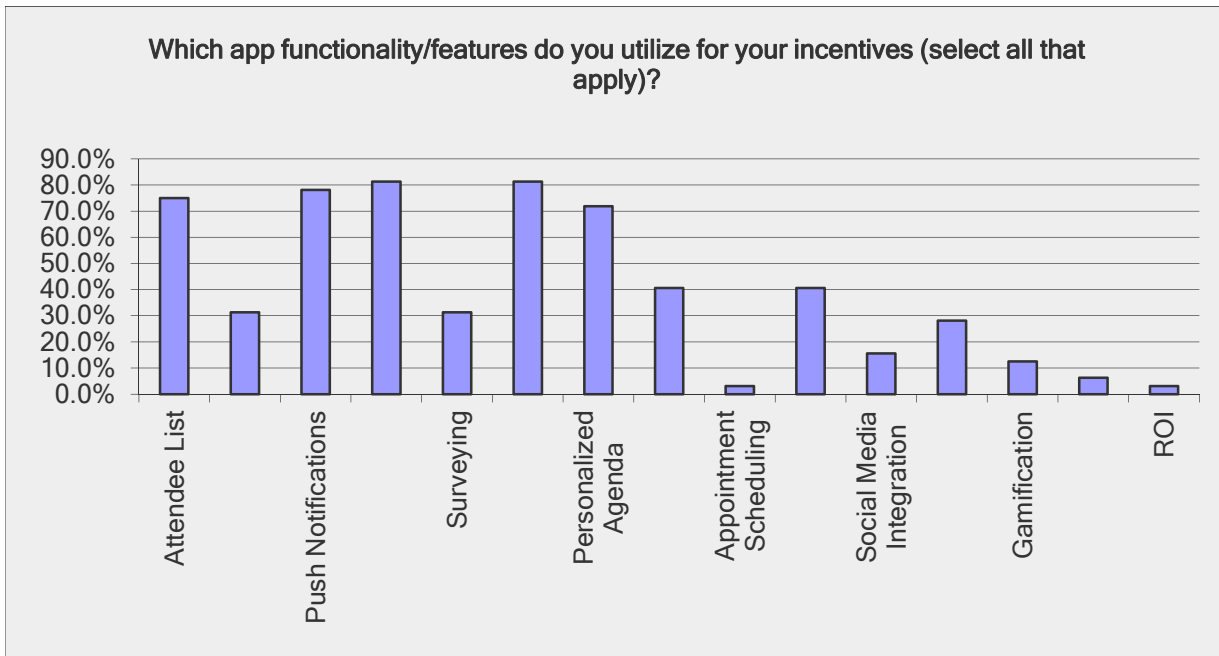


- Less than 10%
- 10-25%
- 26-50%
- 51-75%
- More than 75%
- We do not track app usage

2015 FICP Incentives Survey

Which app functionality/features do you utilize for your incentives (select all that apply)?

Answer Options	Response Percent	Response Count
Attendee List	75.0%	24
Attendee Networking	31.3%	10
Push Notifications	78.1%	25
Education Details - Speaker Bios, Session Descriptions	81.3%	26
Surveying	31.3%	10
Location Details - Local Maps, Recommendations	81.3%	26
Personalized Agenda	71.9%	23
Resources - Documents, Presentations	40.6%	13
Appointment Scheduling	3.1%	1
Photo Sharing	40.6%	13
Social Media Integration	15.6%	5
Live Polling/Q&As	28.1%	9
Gamification	12.5%	4
Analytics	6.3%	2
ROI	3.1%	1
Other (please specify)		1
<i>answered question</i>		32
<i>skipped question</i>		59



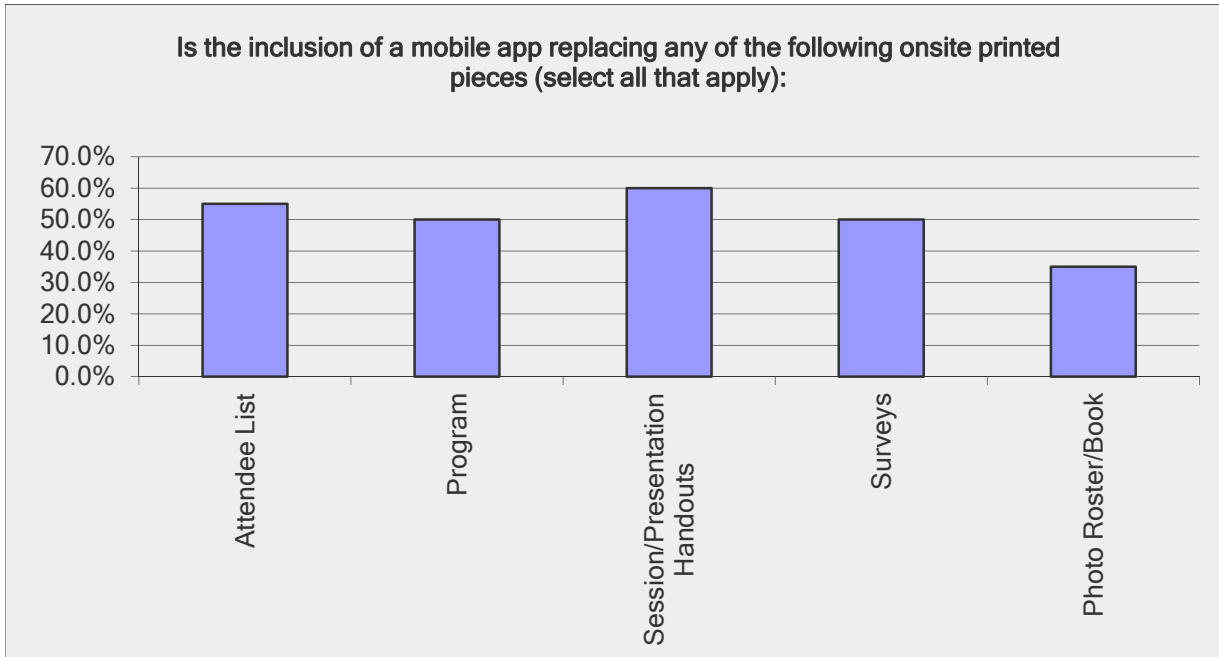
Comment(s)

New this year so we are looking to enhance use of the app for additional functions going forward

2015 FICP Incentives Survey

Is the inclusion of a mobile app replacing any of the following onsite printed pieces (select all that apply):

Answer Options	Response Percent	Response Count
Attendee List	55.0%	11
Program	50.0%	10
Session/Presentation Handouts	60.0%	12
Surveys	50.0%	10
Photo Roster/Book	35.0%	7
Other (please specify)		7
<i>answered question</i>		20
<i>skipped question</i>		71



Comment(s) no - we still have all the same printed pieces

None of the above

We still do a printed pocket agenda

still use printed pieces

Anticipate it doing so toward future events

none

At this point, it's a combination of app and print.

2015 FICP Incentives Survey

What are some ideas you have used to enhance participation among guests/family in onsite activities and programs?	
Answer Options	Response Count
	15
<i>answered question</i>	15
<i>skipped question</i>	76

Responses

Guests always participate in activities - will get less no-shows if we give cash allowance and then think if

we have not had an issue with participation

Hospitality Area -- all day beginning with coffee and newspaper into snacks/alcoholic beverages later in
Painting, Historical Tour Spa Shopping

provide all levels of activities - also provide exclusive activities for attendees not bringing families

Paying for family activities and allowing them to participate together. Hosting a separate children's party
transitioned from typical bus tours to interactive experiences that have a sense of place to destination

n/a

More active activities (ziplining); more entertaining speakers

always include something for everyone, take the previous years feedback into account.

none

On-site selection of amenity item from variety of options.

Guest activity during attendee educational activity

volleyball tournaments, tennis clinics, morning walks/runs, yoga classes, set times for beverage service:

Treat them equally as an employee (minus some confidential sessions)

they are using "own" money less likely to cancel

the day. We add a local element and bring in vendors or coordinate with the hotel for tastings, give awa

/ during the recognition banquet for the adults - works very well.

s at pool, services at poolside cabanas like sunglass cleaning,

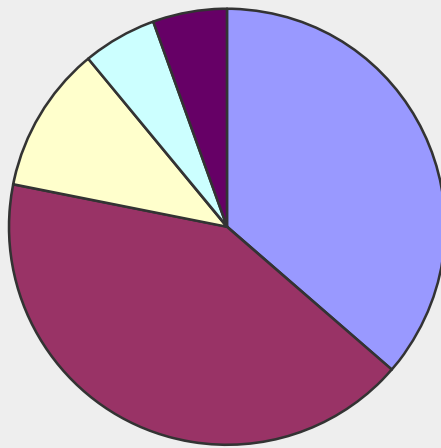
y items. We create a comfortable, casual environment for mingling -- furniture, music, staff for questions

2015 FICP Incentives Survey

Not including your largest-attended incentive program, how far in advance are you contracting your other incentives?

Answer Options	Response Percent	Response Count
Less than 18 months	36.4%	20
18-24 months	41.8%	23
25-36 months	10.9%	6
More than 36 months	5.5%	3
We do not have any other incentives	5.5%	3
<i>answered question</i>		55
<i>skipped question</i>		36

Not including your largest-attended incentive program, how far in advance are you contracting your other incentives?



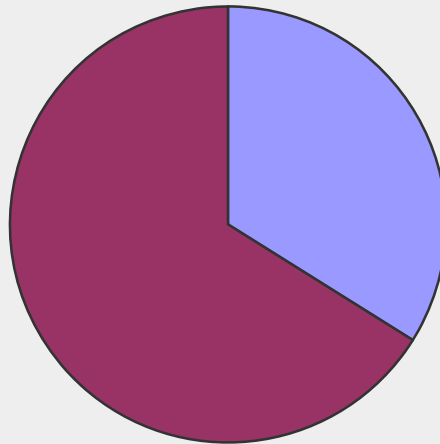
- Less than 18 months
- 18-24 months
- 25-36 months
- More than 36 months
- We do not have any other incentives

2015 FICP Incentives Survey

Has your company combined, or has plans to combine, incentives that were typically held separately?

Answer Options	Response Percent	Response Count
Yes	33.9%	19
No	66.1%	37
<i>answered question</i>		56
<i>skipped question</i>		35

Has your company combined, or has plans to combine, incentives that were typically held separately?



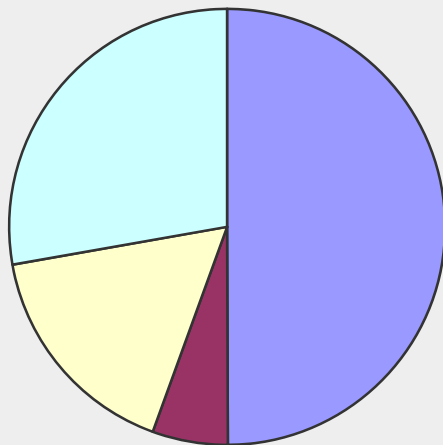
■ Yes
■ No

2015 FICP Incentives Survey

If your company is combining incentive programs what is the primary driver for this change?

Answer Options	Response Percent	Response Count
Financial savings	50.0%	9
More favorable contract conditions/increased	5.6%	1
Planning efficiencies	16.7%	3
Minimize company executives' out of office time	27.8%	5
Other (please specify)		2
<i>answered question</i>		18
<i>skipped question</i>		73

If your company is combining incentive programs what is the primary driver for this change?



- Financial savings
- More favorable contract conditions/increased concessions
- Planning efficiencies
- Minimize company executives' out of office time

Comment(s)

we have done this in the past and it was just to try something different, no real reason other than that.

Did for 2 years and we're now returning to seperate conferences as it didn't work as planned

2015 FICP Incentives Survey

Please provide your company name so that we can gauge how many (and which) companies participated in the survey. All survey responses

Responses

Answer Options	Response Count
	50
<i>answered question</i>	50
<i>skipped question</i>	41

M&T Securities

Bankers Life

Selective

OneAmerica

Waddell & Reed/Ivy Funds

Principal Financial Group-this is not a true picture of our internal set-up based on how some of the ques

John Hancock

Colonial Life

Transamerica

5Star Life Insurance Company

The Hanover Insurance Group

Great American Insurance Group

Voya Financial

National Life Group

Waddell & Reed/Ivy Funds

Liberty Mutual

Banking & Financial Services

Cambridge

Mutual of Omaha

Prudential

The Standard

dun & bradstreet

Pinnacle Assurance

NFP - Todd Zint

Western & Southern Financial Group

Premier Financial Alliance

Nationwide

Farm Bureau Insurance of Michigan

Global Atlantic

Colonial Life

The Doctors Company

The Hanover Insurance Group, Inc.

Liberty Mutual

Prudential

Nationwide

CSAA Insurance Group

Transamerica

Midland National Life/Sammons Financial Group

Sun Life

alliancebernstein

Modern Woodmen of America

Thrivent Financial

Prudential

Aetna

The Hanover Insurance Group

Cambridge Investment Research

Crump Life Insurance Services

Wells Fargo Bank
Raymond James
Transamerica Life Canada - soon to have a name change.

tions were asked. Did the best I could to try to cover most incentive meetings