



Global Connections



Motivational Experiences



Business Results

The Evolution of the Value Chain in the Production & Distribution of Motivational Events and Incentive Travel Programs

Steve O'Malley, President
Senior Vice President, General Manager
Maxvantage/Maritz Travel

Unleashing human potential through extraordinary motivational experiences

Site

What is the Site International Foundation?



The Mission:

To enhance the awareness and effectiveness of motivational experiences and incentive travel thereby increasing usage globally.

A registered non-profit 501(c)(3) organization, the Foundation facilitates research, trend analysis and educational program support for the incentive and travel professional.

Site International Foundation

Board of Trustees:

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Fay Beauchine

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PRA Destination Management

Carole McKellar

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The Site Index

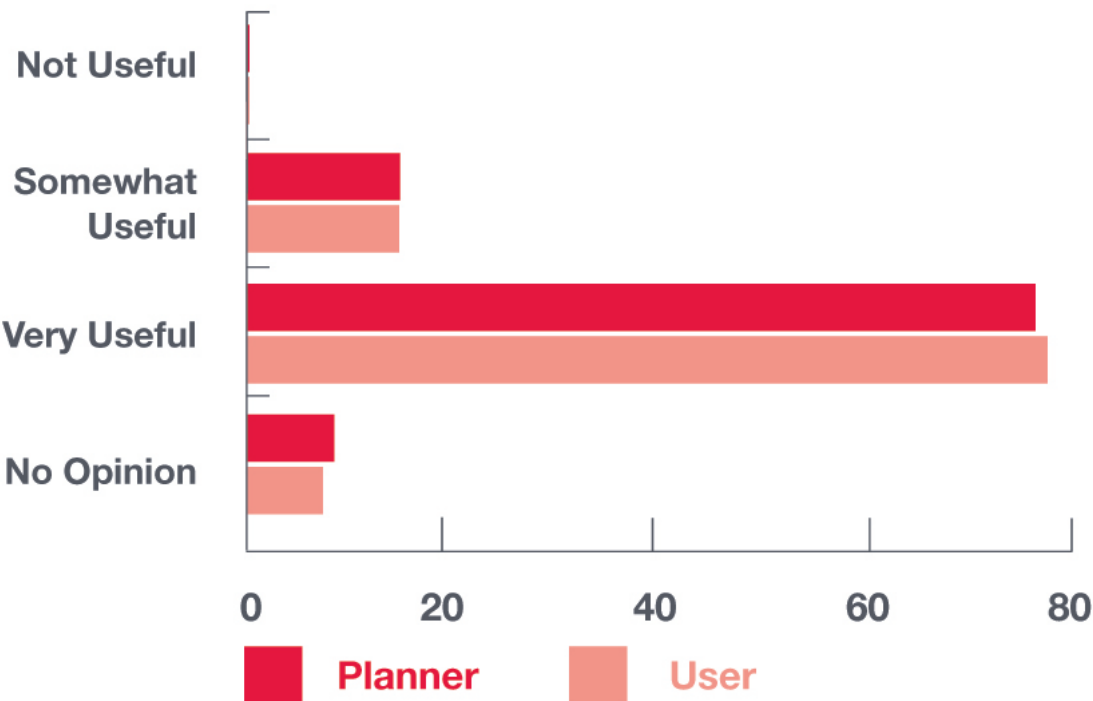
The Research Committee of the Site International Foundation in conjunction with Monmouth University has delivered the following studies:

- **Site Index: Focus on Economy**
- **Site Index: Focus on Technology**
- **Site Index: Focus on Measurement**
- **The Site Index Annual Report**
- **Site Index: Focus on Destinations**
- **Site Index: Focus on Program Content**
- **Site Index: Focus on Destination Management Companies**

*Partners on
the
Site Index
project:*

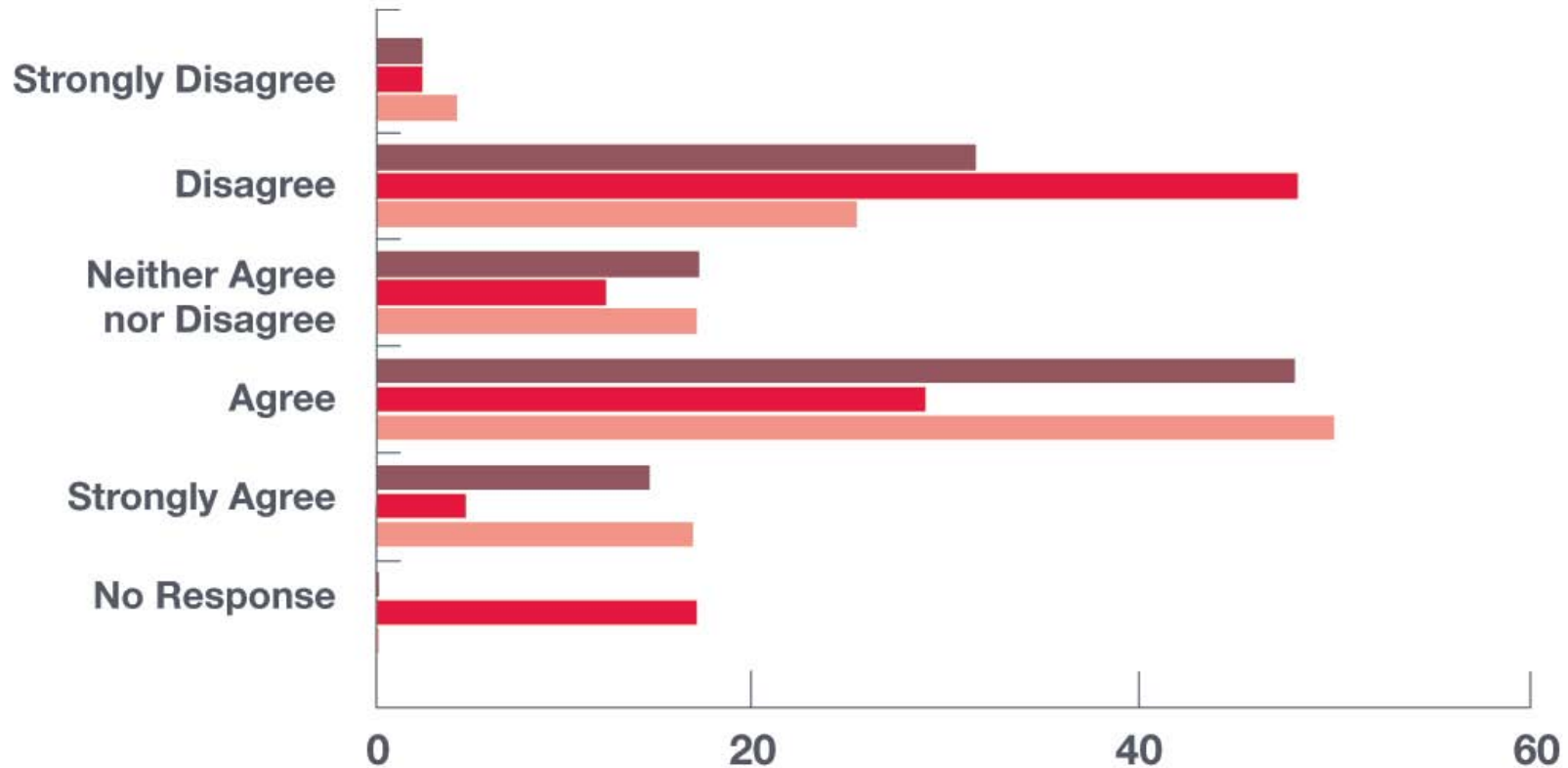


How useful and important are the services of a DMC to the success of your incentive travel program?



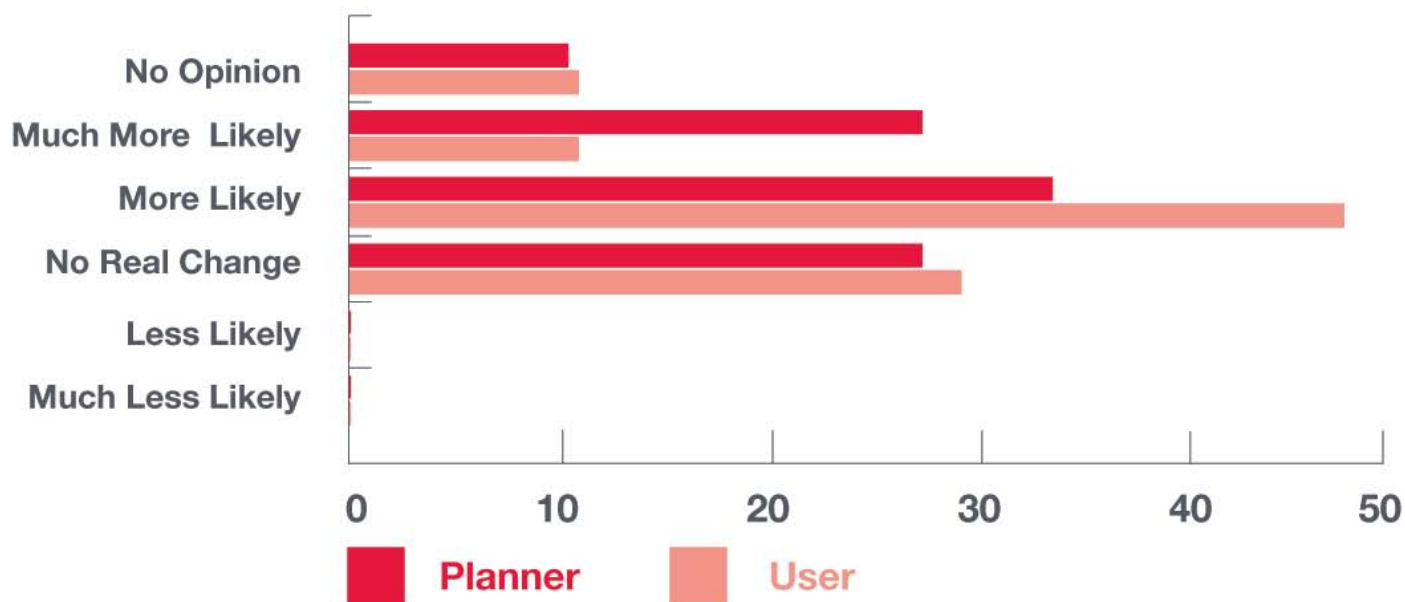
78% of Planners and 78% of Users rate DMCs as being very important to the success of their incentive travel programs.

DMCs are finding it necessary to venture into the realm of traditional incentive company services and will become a one-stop shop for motivational travel programs.



The DMC business is changing...

With industry consolidation, there are fewer independent DMCs and more multi-DMC organizations or affiliations. Please indicate how likely you are to use a DMC affiliated with other DMCs that you have used before.



61.7% of Planners are *much more likely* or *more likely* to use a DMC affiliated with other DMCs that they have used in the past

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You Can Make a Difference Join the Site Index Panel

- <http://siteindex.monmouth.edu>

Partners on the
Site Index project:



Executive Summary
The Site Index report addresses the impact of industry economic decline on the motivational events industry. Specifically, it examines the challenges of self-organizing and non-organizing for the industry. The report is the result of the research in the industry as well as the findings of the Site Index survey.

Use of Technology, January 2010
This Site Index survey addresses the use of technology in the motivational events industry. The survey is the result of the Site Index survey and the findings of the Site Index survey. The report is the result of the research in the industry as well as the findings of the Site Index survey.

Focus on Measurement, April 2010
This Site Index survey addresses the measurement of return on investment (ROI) and Return on Customer (ROC) for the motivational events industry. The report is the result of the research in the industry as well as the findings of the Site Index survey.

- 1. Having that one key relationship with you.
- 2. Having that one key relationship with you.
- 3. Having that one key relationship with you.
- 4. Having that one key relationship with you.
- 5. Having that one key relationship with you.
- 6. Having that one key relationship with you.
- 7. Having that one key relationship with you.
- 8. Having that one key relationship with you.
- 9. Having that one key relationship with you.
- 10. Having that one key relationship with you.



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All studies can be
downloaded at

Siteglobal.com

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