Rewarding Employees in a Hybrid World with Custom Awards

Product Spotlight by Terryberry



Presenters



Alex Allion, Director Custom Awards and Partnerships

With over 27 years of experience in the employee engagement industry, Alex leads the Custom Award and Partnership Team at Terryberry. Creating employee experiences through meaningful recognition programs is his passion and he has led the implementation of thousands of client initiatives all over the world.



Justin Butterfield, Manager Engagement Solutions

Over a decade solutioning and owning experience management (XM) programs for brands of all size and industries. Having served as both a practitioner and consultant, he has been trusted by leading global brands to help them drive action towards building better experiences. He has also been recognized for his leadership and vision when building out new solutions for complex business needs.



Agenda

- Discuss the Two Biggest Challenges in Managing Recognition Programs Today
- What Makes an Award Meaningful
- How to Reduce Administrative Burden
- Product Showcase: President's Club



Bring your brand, culture and successes to life with Terryberry's One Powerful Platform





Two Biggest Challenges in 2024

- 1. Lack of Meaningful Recognition
- 2. Managing Symbolic Awards



What is Meaningful?









Companies Struggle with Managing Symbolic Awards

Challenges

- Programs are Siloed
- Rogue Spending
- Data is Disorganized
- Lack of Program Reviews





Solution

- One Powerful Platform
- Reduce Time and Budget
- Automated Fulfilment
- The CAT is here to help!

(CAT – Custom Award Team)



President's Club

Best Practices

Including a meaningful, symbolic component leads to 12% better performance

Here are 3 ways to ensure success.....







President's Club Programs Must Include

#1 An Exclusive, Tangible Award Worthy of the Accomplishment

- Creates Exclusivity
- Long Lasting
- 4X's More Impactful than Cash

_xamples:

Custom Rings or Jewelry
Exclusive Timepieces
Luxury Gifts w/ Program Branding





President's Club Programs Must Include.....

#2 Bucket List Experiences

- Memories for a Lifetime
- Photo Opps that go Social
- Engages a Spouse or Significant Other



Examples:

Exclusive Destinations for the Entire Team Qualifiers Pick a Trip of their Choice



President's Club Programs Must Include.....

#3 Future Qualification Accelerators

- Award Enhancements
- Elevated Destination Status
- Avoids Award Fatigue

Examples: Diamond Additions Upgraded Packaging Multi-Year Winner Awards



We are Proud to Help Recognize our Partners' Top Performers



TRAVEL+ LEISURE











President Club Packages

No two President's Club programs are the same! Terryberry's **One Powerful Platform** can help you build a custom experience for your team.



- Congratulatory Message Delivered via Email
- Points for Pre-Trip Gift Redemption (such as Luggage or High-end Sunglasses)
- Trip or Excursion Selection
- Custom Ring in Deluxe Packaging
- Engraved Crystal Trophy

Luxury fashion rewards

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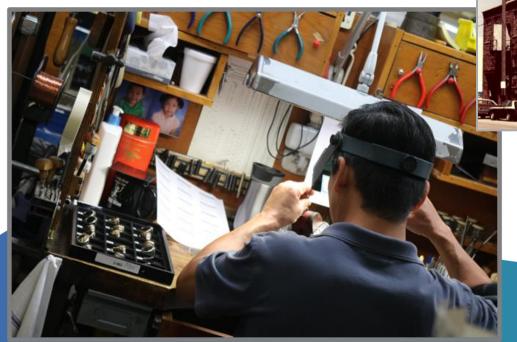
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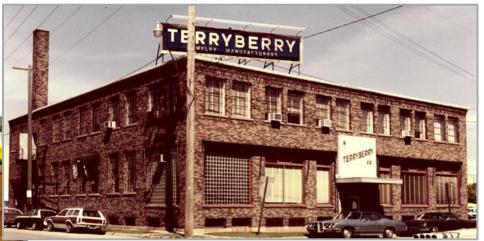
BREITLING





Terryberry has Manufactured Custom Awards for Over 100 Years







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Thank you

