



Rewarding Employees in a Hybrid World with Custom Awards

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# Product Spotlight by Terryberry

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**terryberry**  
Engage · Reward · Succeed

# 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?

#1

The single most important driver for employees to do “great work” is employee recognition.



"I often look at my 1-year award I display on my desk as a reminder of how much I've grown in my time here. It's a nice reassurance that I'm in the right place and I belong."

*Claudia Cohen, Inside Sales Rep*



# 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

Examples:

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**

**Amway**



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FOOD SERVICE

# 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

GUCCI

TOMFORD

BREITLING



# Terryberry has Manufactured Custom Awards for Over 100 Years



# Bring your Brand, Culture and Successes to Life with Terryberry's One Powerful Platform





**Thank you**