

“Recognition Trips”

By: Jack Muellerleile

“Recognition Trips” are **“Recognition Banquets”** staged at an out of town location that may include some or all of the following added features which will be set forth using the same format employed for the piece on the banquets:

What

Recognition trips are “Free Vacations” staged to honor one or more persons in the presence of other interested parties.

When

Stage them ASAP after the events which give rise to the deserved recognition.

Where

Conduct it out of town. Preferred spots include oceanfront resort communities in Sunbelt states or international beachfront venues. Exceptions are famous U.S. & international cities; cruise ships.

Why

Generally, to motivate recipients and those back home who aspire to same in the future to behave in a way as to be similarly honored. Specifically, to reward the honorees for a job exceptionally well done (win contest, exhibit valor, achieve a near impossible feat).

How (big subject – can be covered much more extensively)

1. **Transportation** – Limousine service to & from airport and 24 hours daily throughout stay at destination / air transportation for honoree(s); plus alternate other ground transportation desired.
2. **Main Recognition Banquet**
 - **Room** – Private; insulated from outside noise; spacious; richly appointed; ample comfortable seating; easily secured against outside interference and to assure inside safety; satisfactory electrical power / lighting / heating / cooling / electronic equipment / public address system; easy access to loading dock; furnished as appropriate (consider hiring a professional party staging firm to rearrange furnishings, bring in other items, or replace everything, add floral arrangements, entertainment, live music, special effects, etc).
 - **Place settings** – Name cards to assure prearranged seating is observed; expensive crystal / china / silver / napkins; center pieces; party favors.
 - **Food** – Gourmet quality; ample supply; 7 courses minimum each elegantly presented; premium level table service with at least 2 attendants per every 8 attendees.

- **Refreshments** – Fine wine(s) / waters / coffee(s) / liquor / liqueurs.
 - **Dessert** – Prepared at tables; flaming?
 - **Guests** – Honorees & spouses or significant others; local management; higher management; famous outside person(s) or celebrities.
 - **Awards** – Whatever is chosen, make them stylish, expensive and much admired by all in attendance.
 - **Presentations** – Can employ many different formats (this can be a subject in itself).
3. **Overnight accommodations** – Luxury suites.
 4. **Outings / side trips** – Can be organized or impromptu, or both. Make EVERYTHING available on a prepaid basis for all in attendance (golf, tennis, fishing, snorkeling, touring, water sports, nightlife, day trips, beach, pool, spa services, food, refreshments, entertainment, shopping, etc). Arrange for each attendee to ID himself in such a way as to permit all charges to be to his room at the hotel.
 5. **Child care** – Full service back home for honorees' children and any others in attendance.
 6. **Intoxication** – Let no one leave the designated resort facilities inebriated. This can be dangerous for persons & costly for the host employer.
 7. **Aftermath** – Post event coverage / reporting should be w/ pictures, interviews, etc. in a "special edition" color brochure distributed widely ASAP thereafter among all employees to achieve maximum desired benefits.

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