

## Crystal Award for Impact Incentives

Last month Impact Incentives received a Crystal Award for the Most Effective Use of an Incentive Program for a Strategic Business Solution for its Sales Torque programme at the annual SITE (the Society of Incentive and Travel Executives) conference held in Monterey, California, US. “The main objective of this category is to recognise the front end aspects of an incentive marketing programme, namely the design, structure, creativity, programme rules, objectives, results, and the ROI,” explains Ian Cook, MD of Impact Incentives.

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