



INCENTIVE EVENTS WITH IMPACT

Harnessing the power of events to
motivate your network



The Power of Events

At 1331 Events we firmly believe in the **power of events**.

The power of events to fuel growth, innovation, and collaboration. The power of events to bring people together and create opportunities for networking, knowledge sharing, relationship building and the forging of strategic partnerships.

Through thought-provoking keynotes, engaging panel discussions, and interactive workshops, events have the ability to inspire, educate, and motivate. Through activities, networking sessions and engaging social affairs, they have the strength to build a sense of community and camaraderie, and to create environments conducive to fostering long-lasting relationships. And through professional displays and forward-thinking routes of engagement, they often serve as launch pads for cutting-edge technologies, disruptive innovations, and emerging trends, helping to shape the future of industries and drive economic progress.

Through the collective power of passionate individuals and organisations, events ignite dynamic ecosystems that propel growth, stimulate economies, drive conversation, encourage human interaction, and move the world forward.

That is why we are committed to our purpose. And that is why we love what we do.

“The business of business is relationships; the business of life is human connection.”

Robin Sharma, Author



Using Events to Motivate, Reward and Engage

In today's fast-paced and competitive business landscape, organisations are constantly seeking innovative ways to motivate and engage their employees, customers, and business partners. Incentive events are a powerful tool, offering a host of benefits that go beyond traditional forms of recognition and reward.

From fostering team cohesion and boosting productivity to driving sales and cultivating brand loyalty, incentive events provide a dynamic platform for organisations to inspire, motivate, and connect with their stakeholders. Through the power of unique experiences, exclusive rewards, and memorable interactions, these events ignite sparks of enthusiasm, driving exceptional results, and creating memories that leave a lasting impact on their participants.

“Alliances and partnerships produce stability when they reflect realities and interests”

Stephen Kinzer, Author



Tailoring Your Incentives to the Appropriate Audience

Employees

Incentive events can be organised to motivate and reward employees for their hard work, achievements, or for meeting specific targets. These events can include team-building activities, recognition events such as lunches or dinners, performance-based incentives, or retreats.

Sales Teams

Incentive events are chiefly designed to boost performance and sales results for their profit-generating teams. These events can involve sales competitions, rewards for meeting sales targets, recognition programmes, or sales conferences where top performers are honoured. They can also include an end-of-year team trip designed to motivate throughout the full 12 month period of a sales year..

Partners

Businesses that rely on a network of channel partners, such as distributors, dealers, or resellers, may host incentive events to encourage and recognise their partners' efforts. These events can include sales training programmes, incentive trips, or exclusive conferences with networking opportunities.

Customers

Incentive events aimed at customers are typically designed to enhance customer loyalty and promote repeat business. These events can range from customer appreciation events, exclusive product launches, VIP experiences, or customer reward programmes.

Suppliers

In some cases, businesses may organise incentives targeted at suppliers or vendors to strengthen relationships, acknowledge contributions, and foster a collaborative working environment. These events can include supplier appreciation events, networking conferences, or joint business planning sessions.



The Importance of Incentivising Your Network

Increased Motivation

Incentives provide your network with tangible rewards for their efforts, boosting their motivation to go the extra mile in selling your products or services. When individuals are properly incentivised, it is proven that they become more proactive in generating leads, closing deals, and providing exceptional customer service.

Competitive Advantage

By offering attractive incentives, you differentiate yourself from competitors. This makes you as a business more appealing to both work for or partner with. Individuals or organisations are more likely to choose your brand over others if they see greater potential for financial or professional rewards.

Improved Relationships

Incentives help foster stronger relationships between your business and its network; be that staff, partners or customers. When individuals feel valued and rewarded for their contributions, they become more loyal and dedicated to promoting your brand. This, in turn, leads to better collaboration, feedback sharing, and a deeper understanding of your target market.

Performance Enhancement

Incentives act as a catalyst for improved performance. Sales teams or business partners will strive to achieve sales targets and exceed expectations to earn the rewards on offer. And employees will be more in tune with your organisation if they feel rewarded for their work. This not only benefits your business but also encourages resellers to continuously enhance their skills and knowledge..

Experiential Value

Events create memorable experiences that go beyond monetary rewards. When people have the opportunity to participate in unique activities, attend bespoke industry conferences, listen to inspiring speakers, and explore new destinations, this leaves a lasting positive impression, deepening their emotional connection with your brand and increasing their loyalty.

A Winning Strategy: Choosing The Right Event Partner

You understand the importance of investing in incentives to keep your clients, partners and staff engaged, motivated and brand-loyal. But in today's business landscape, they can make or break a company's reputation. So when outsourcing your incentives to an agency, how do you ensure that you're choosing the right one?

- Evaluate the agency's **experience and expertise** in managing events similar to yours. Look for a track record of successful events in your industry or with similar event formats to ensure they possess the necessary knowledge and skills to deliver your vision.
- Consider their **creative capabilities**. A great event agency should be able to provide fresh and innovative ideas, and offer unique concepts and approaches that align with your event goals.
- Assess their **network** and **connections** within the industry. A well-connected agency can tap into valuable resources, secure competitive pricing from venues and suppliers, and facilitate strategic partnerships to enhance your event's impact.
- Review the agency's portfolio and **client testimonials** to gauge the quality of their work and client satisfaction.
- Consider the agency's ability to effectively **communicate** and **collaborate** with your team, as strong collaboration is vital for a successful event partnership.
- Ensure the agency is **passionate** about what they do, with the drive to push boundaries, overcome challenges, and create extraordinary results.

“Partnership is an emotional alliance between people who are committed to each other's success.”

Warren Buffet, Businessman and Investor



Why Choose 1331 Events?

1331 Events is a boutique, multi-award winning B2B events agency based in London. We believe it is our **attention to detail, unparalleled availability** and **quality of service** that sets us apart from our competition. We don't make promises. We forge relationships.

The 1331 Events team shares a fundamental belief in the power of human connection. We're passionate about the efficacy of events. We've seen them make reputations, close deals and forge game-changing relationships. We've seen them have a measurable impact on a brand's success. That's why we're fully committed to designing, planning and executing yours perfectly, in partnership with you.

We're not just event planners; we're collaborators who are fully invested in your event's success. Your goals become our goals, and we work tirelessly to deliver results that go beyond your expectations. We believe in open communication, transparency, and relationships based on trust and mutual success. And you'll never find a team more dedicated to your success than ours.

We can handle all aspects of event management, such as venue selection, logistics, audiovisual production, marketing, and attendee engagement, with ease. By outsourcing to 1331 Events, you gain access to a collective skill set that covers all facets of event planning and execution.

We are obsessed with both the small details *and* the big picture. We're caring, flexible and big on service. And we've been doing this for a combined >50 years, so we know what perfect looks like, and how to reproduce it.

And in addition to clients who we support on an on-going basis, we have a range of clients who we support on projects during a recruitment drive, or as an alternative to a maternity cover or fixed term contractor. We are perfectly positioned to support you in the same situation.

“Huge thank you to 1331 Events. Every little detail that could have been thought about, had been.”

Darryl Chappell, Director, Managed Technology



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What an absolutely awesome weekend. Great to meet everyone and a massive thank you to 1331 Events for making it a weekend we'll never ever forget! You ladies need a medal. No.1 on the bucket list, well and truly ticked!

Wayne Loon, Managing Director, Abbey Office Solutions

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Meet the team



Amy Calvert

Amy's been at the forefront of major events for over 24 years, working at a very senior level for much of that time and taking responsibility for every possible aspect of a broad spectrum of events. She's creative, energetic and a natural leader whose skill in orchestrating every aspect of an event to perfection is matched only by her passion for realising her clients' vision.



Olivia Labrey

With over 21 years of events experience, Liv has organised high profile events for some of the world's best-known brands. She's as comfortable with luxury gatherings for a handful of lucky guests as she is with delegations numbering into the hundreds. She works hard, cares harder and puts her full heart into everything she touches.



Verity Swallow

An up-and-coming talent in the world of events, Verity proved she had what it took to deliver the results clients dream of during her time in video production and service delivery. She hit the ground running at 1331 with a 300-person event in Switzerland straight off the bat and hasn't looked back.



Meghan Forsyth

When she moved across the pond from the New York metropolitan area, Meghan brought with her 5 years of experience in events and partnership management. A born perfectionist with an obsession for details, Meg finds joy in making clients' lives simpler and easier, and prides herself on efficiently delivering results that exceed expectations.

How you'll feel working with us

Our approach is about more than just the design of your event; it's about developing a special experience that integrates seamlessly with your brand. You'll be fully supported with hands-on help and expert advice from highly experienced event professionals who've been there and done it; whose personal credibility, like yours, rides on the success of your event.

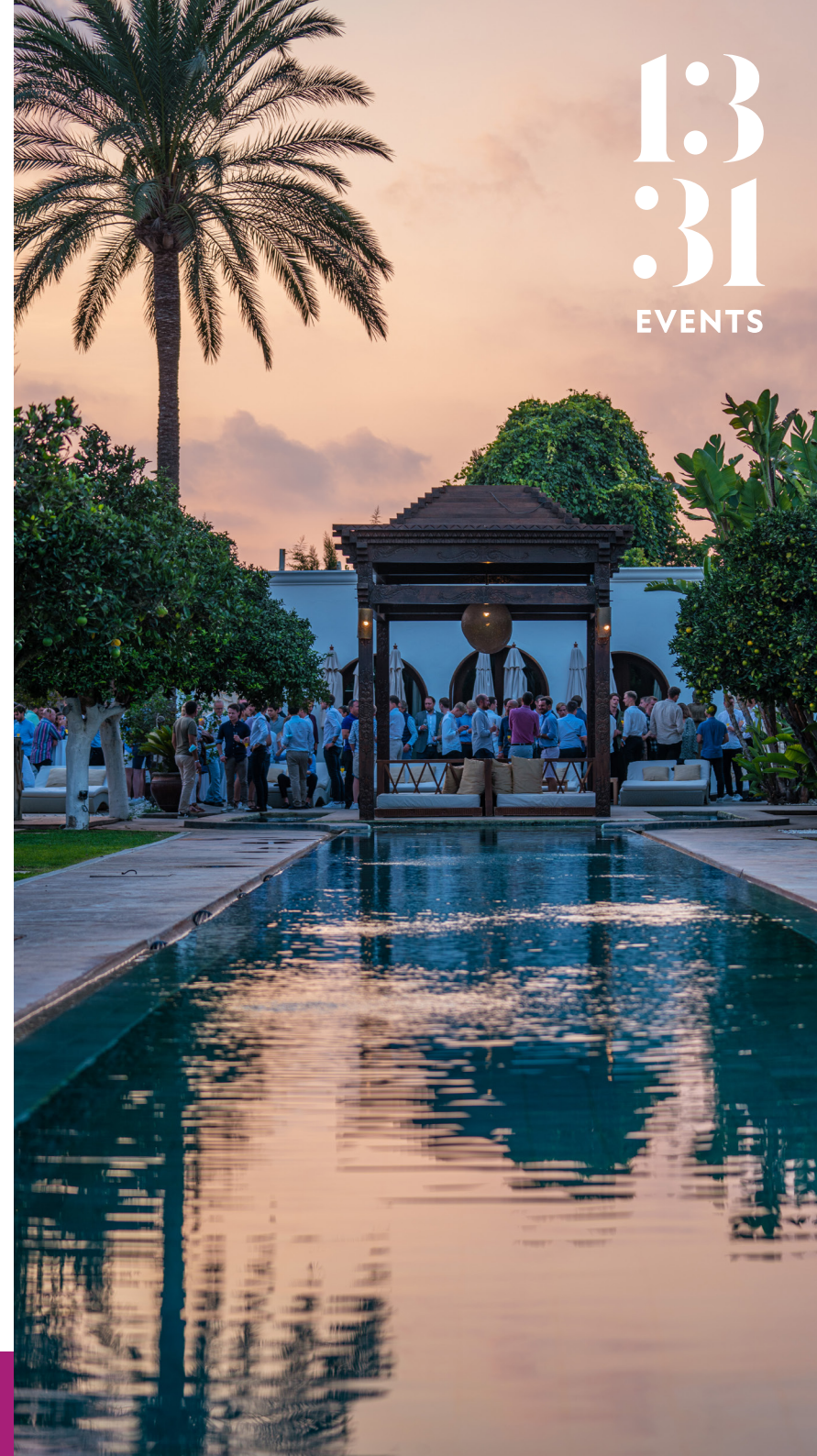
Ditch your 'night before nerves' and instead arrive at your event rested, relaxed and red-carpet ready. Oh, and then there's the 'morning after' euphoria, and a flurry of thank-you emails telling you it's the best event your guests, colleagues (and boss) have ever been to.

Seem far-fetched? It doesn't to us. That's what many clients feel after we've organised an event for them, and it's how you can feel too.

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“Feedback has been phenomenal. You guys are so fabulous at what you do. We have been blown away by how brilliant you are.”

*Jamie Mackay, VP, Global Beverage Group
Franchise Lead. PepsiCo*



Testimonials



“They have a great eye for detail such as knowing how to dress a venue and the impact that creates.”

Emma Hughes

Head of Marketing, Clearwater International Finance



“I couldn’t pick a highlight. The whole weekend was seamless and perfectly organised.”

Oliver Henry

Sales Director, Clarity Office Solutions



“Just reflecting on the last couple of days, I have to say this is my favourite event of the year! The format is spot on, the connections that we are able to make and the relationships that we form are invaluable. Keep doing what you are doing.”

Paul Cannon

Director of IT, Homebase



“I have a great relationship with 1331 Events now. You only go back to the suppliers who you know can deliver.”

Hayley Lawrence

Marketing Team Leader, GRENKE

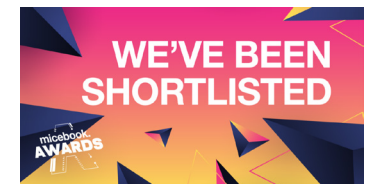


“We surveyed the team to see which events they enjoyed the most last year and yours was by far the winner.”

David Abel

Industry Manager Media & Telecoms, Google

Recent Awards





Ready to get started? Contact us today to
get your incentive programme on track

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