#### VIRTUAL INCENTIVE EXPERIENCE CZECH REPUBLIC

An incentive activation proposal by Ovation Czech Republic



Czech Republic is more than a country,



Leegegege



Concept

THE R.L.



People& communities know no frontiers.

> **Vation** Czech Republic

Culture knows no limits or boundaries.

Making it Happen

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**Concept** 

Ion

**Czech Republic** 

To understand that technology, for now, is the key in making our culture, yours

This time is for re-invention

Making it Happen

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Discover from home

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THIS IS

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# The Virtual Incentive Experience

If you planned to take your attendees on an incentive trip to Czech Republic and are now curious about how to create engaging activities to motivate them, our virtual incentive experience could work perfectly for you.

> The aim of the activation is to reward and recognise your attendees by immersing them in a truly Czech experience that has been designed by our local Czech team and includes a week of virtual and bespoke Czech experiences that can be customised to meet your specific needs.



Invited guests will receive digital communications, personalised gifts, live streaming activities plus on-demand content. A complete experience to introduce our country and culture to all attendees.

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## This is Czech Republic - Timeline



## Website Content Timeline

#### On demand content for all the participants, available online

**4 days before the virtual incentive** Website creation and opening of the social wall for participants to interact + live chat with a Czech guide.

3 days before the virtual incentive All about audio-visual. We will pick a selection of the best visual creators and share our selection of their best photos or videos of Czech Republic. A modern and local way to show the destination.

1 day before the virtual incentive Things you should know about Czech Republic. An attractive guide about the best kept secrets of Czech Republic, information for participants to start the activity with a broad knowledge of the destination.

#### DAY 1

PRE

URING

POST

Live streaming with our local guide for the virtual tour of Prague.

#### DAY 2

All about the beer. Virtual tour of the ancient brewhouse and live streaming with the brewer.

#### DAY 3

Learn how to paint the traditional Easter egg and some words about Czech traditions.

#### DAY 4

Links and information about the best bars, restaurants and kitchens in Czech Republic. Live streaming with the local chef who will show you how to prepare the favourite Czech dish.

#### DAY 5

Live performance of the folklore dance and interactive learning of the basic steps. After the show, farewell drink live from the vineyards with the local hosts.

#### 1 day after the virtual incentive

Group photo available on the website + quiz which reveals how much they have learnt about the Czech Republic; prize for the winner to promote engagement

#### 7 days after the virtual incentive

Edited videos and photos of the past week for participants to download and upload to their social media if wanted.

Discover from home

# THIS IS Czech Republic Pre-Event

Pre-communications aim to ignite conversation about Czech Republic; what is has to offer the visitor and provide a taste of how leisure time can be spent. Such communications can be adapted to include specific corporate messaging. The goal is to build expectations, create excitement and grow an engaged community.

Making it Happen



Czech Republic



## 15 Days Before The Incentive Qualifier Invitation & Registration

The journey begins. Participants will receive a **digital invitation** via email to build expectations of the virtual incentive and to register to the activation.



## 7 Days Before The Incentive Qualifiers Engagement Video

An integrated video campaign shared with attendees via email will help build engagement and prepare them for the virtual incentive experiences. The video, created by our local DMC team, will include footage of Czech Republic and its culture, providing attendees with an authentic perspective on our country.



## 4 Days Before The Incentive. Website LIVE

A tailor-made website will be created by our team where participants can find destination information, interesting content and engaging activities. This helps to create a real sense of community between all qualifiers and make the virtual incentive activation a more lasting and immersive experience.

This personalized and branded website will be the Hub of all the activities and the virtual meeting point of all the participants. They will have a social wall and a live chat with a local guide in order to create organic interaction between participants. Content will vary in engagement intensity, including quizzes, videos, local tips, and more links to continue experiencing Czech Republic from home.

The website can be fully personalized and adapted to your needs.



## 2 Days Before The Incentive Qualifiers Engagement Message

Qualifiers will receive a personalized "letter" from their manager/CEO/Other to engage with them and increase expectations of this virtual incentive experience. This could be done with an audiovisual resource or in a traditional digital manner.



## 1 Day Before The Incentive Your Incentive Kit

Participants will receive a package with several smaller boxes and a card with the instructions on how to use the kit. Each box will correspond to a specific day and will have different elements carefully chosen to enhance the participant's experience. Every detail can be personalized with your logo or messages as you prefer.

**Possible script:** In these boxes you will find products and information that will help you navigate this virtual incentive trip. Please keep them at hand throughout the whole experience.

You will have to follow the instructions on when and where to open them. Now please relax and enjoy your first virtual incentive trip to Czech Republic.

The basic Kit includes: message, city line gift, apron + shopping list, spices, beer bottle for tasting, kit for egg painting, folklore souvenir, wine bottle for the farewell drink.

Note: depending on the destination where qualifiers are based – there might be changes due to shipment restrictions.



## The Day Of The Incentive 60 min Prior To Start **Qualifier Preparation Mail**

Participants will receive a **digital reminder** of the virtual incentive activation including a link to connect. This will reduce the time needed to connect and avoid any possible confusion or delays. The digital reminder will be sent every day before each activity.

# THIS IS Czech Republic

The live Incentive Activation

THE VIRTUAL JOURNEY BEGINS





## On demand Welcome by your Local Host

A local Czech guide will play host and is available to attendees just like in the physical incentive trip. The guide will be available online in the live chat located on the website and will answer questions, provide links, local tips and any other information about the destination to all participants who want to know more.

He/she will also begin each session of activities, providing some local background on the activity which ensures consistency to the experience provided.

Your local host will create that feeling of local connections and provide the all-important continuous support that attendees are accustomed to when participating on an incentive trip.



### DAY 1 Welcome in Prague

Discover Prague from the most iconic site – the Astronomical clock tower.

Our guide will show you Prague from the top of the Town hall tower in live stream. From there you have beautiful view on all the city which. Soak in the Bohemian atmosphere in Prague's beautiful and bustling - A great place to begin any tour of the city - Old Town Square. After climbing on the legendary 15th century astronomical clock tower for breath taking views of the city. You will be able to admire the most important monuments of the Prague's Old and New Town, Lesser Town, Jewish Quarter and Prague Castle.

Your guide is justly proud of the stunning city and is eager to share his/her passion with you on an unforgettable Prague virtual tour.

In the box n°1 the participants will find a City line of Prague (home decoration for the wall)



## Day 2 Taste & Culture

If there is one thing Czechs do best, is the beer. The city of Prague has some select breweries and microbreweries. Join us in one of the most authentic U Fleku where you can sample the beer, admiring the history of brewing the liquid gold.

In box nº2 the participants will find a bottle of typical U Fleku dark beer to enjoy while discovering the best kept secrets of Bohemian Art.

The participants will take part in a live virtual tour of the ancient brewhouse used for beer making for over 500 years. They will experience unique historic brewing process that is not used in modern breweries anymore. The local brewer will reveal some unknown stories and makes this tour unique.



## Day 3 Local Products

Let's make the tradition to be alive together.

The hand-painted or otherwise decorated egg in Czech *"Kraslice"* is the most recognizable symbol of Czech traditional products and Czech Easter season. There are many decorating techniques, and some require a high level of skills. Different materials can be used, such as bee's was, straw, watercolors, onion peels.

The participants will discover the secret of some most beautiful techniques and be explained about the history, rituals and symbols linked with this local product.

In the box  $n^{0}$ 3 the participants will find a kit to make their own egg painting.



## DAY 4 Gastronomy

then food is not only one of the highlights of travel, but also one of the joys of daily life. However, to fall in love with a certain country, you should definitely try at least one of the local dishes.

Since childhood, we are taught to eat a warm soup as a starter. According to our schoolteachers and grandmas, it would help us digest the upcoming main dish. We have selected for you our famous "Bramboračka" (potato soup with barley and mushrooms).

Participants will find an apron and a shopping list andthe most important spice – marjoram in box nº4. They will receive a digital reminder, early morning, to have the elements selected on the shopping list at hand. These elements will be easy to find in local markets.

In the afternoon, a local Czech chef from one of the best restaurants in Prague – Mlýnec with a stunning views on the Charles Bridge and Prague Castle will start a live streaming cooking class, which participants will be able to follow and interact with. They will learn how to cook this typical Czech dish.



## Day 5 Music / Folklore

From tradition to emotion, a tour through the best folklore sounds of Bohemia & Moravia. Songs linked with tradition dance, will make this experience unforgettable.

After the exciting brewery experience the day before, today we want participants to relax and enjoy. This day will be all about music: a traditional and tailormade playlist with the best of Czech folklore music, will immerse participants in the sweet sounds of Bohemia regions.

You might also learn some lesson how to dance traditional Polka !

Qualifiers will have received a digital communication via email with all instructions – ready to enjoy.

In the box n°5 the participants will find a traditional folklore souvenir.



## DAY 5 Final moment

Because together everything is better.

After the enjoyment of the beer tasting, participants will be asked to turn on their cameras and toast to the great virtual week that was as they made their way through Czech Republic. They will be able to share experiences and celebrate while drinking the best Czech wine that will be in the box n<sup>o</sup>5.

Our team will share with you the toast in live streaming from the St Wenceslas Vineyard with beautiful views on the 100 towers of Prague.

We will take a digital group picture to wrap up the activity. This picture will be made available on the website for downloading at a later stage.

# **Czech Republic**

**Post-Even** 





## 1 Day After The Incentive Thank You & Feedback

Qualifiers will receive an e-mail thanking them for their participation and offering additional information for those who wish to keep exploring our country.

A **survey** attached to this mail will help you gather data and gain insight into the satisfaction levels, which can be used when creating any future activations.



## 7 Days After The Incentive Follow Up Engagement

Participants will receive, via email, a digital communication advising them that the edited content from their virtual incentive trip is now available on the dedicated website in addition to the content that has already been uploaded during the entire activation. They will now discover edited videos, photos and insights of the different activities. Discover from home

# Szech Republic



### How to use this virtual incentive experience

#### 1. Cancelled Incentive - Add on to your "cash-incentive":

Many had to cancel their incentive trip because of Covid-19 and are now planning to do a cash incentive for all qualifiers. We know cash incentives do not offer the same value as an incentive trip, but with the "Virtual Incentive Experience" you can enhance the cash incentive by providing this combination of a cash reward and an immersive virtual destination experience.

#### 2. Postponed Incentive – Engage and motivate:

In case you had to postpone your incentive due to COVID-19, you might use the "virtual incentive experience" as a teaser or a motivational tool to give a positive message to your qualifiers. Your message towards your team could be: "We know you worked hard and that you earned this incentive trip and now due to Covid-19 we had to postpone it. Even so we will do this trip in the near future – meanwhile we invite you to a new virtual experience – something that you have never experienced before."

#### 3. Reduced physical incentive trip – a Hybrid Solution:

Many companies have very strict internal travel policies now and restrictions when it comes to "group sizes". With this in mind, you might plan to reduce the physical incentive trip and travel with a smaller group only. So the virtual incentive experience is a solution for you to offer to the participants that decide to stay at home or that are in the "second tier" of the incentive program and like this you can still assure that you motivate them and engage with them through a different and unique experience.

#### 4. Stand alone motivational tool:

The virtual incentive experience can of course also work as a stand alone motivational tool. In current times it is more important than ever to motivate the existing team and so you might want to try to launch this "virtual incentive experience" as a motivational tool within your company and show that you offer innovative solutions during times where others just stay still and wait.

## **Proposal Details**

#### Price starting from:

#### 280,00 Euros + VAT per delegate

(based on a group of 100 pax\*) - Including "basic" Incentive Kit

#### Included in the virtual incentive proposal

- Tailor-made website creation
- Tailor-made English content uploaded on to the website (other languages on request)
- Pre communications via email (four included)
- Post communications via email (two included)
- Package of boxes with products detailed on the proposal
  - Shipment not included Shipment price will depend on location of the client
  - Basic Kit included
- 5 activations for each day of the week and detailed in this proposal (gastronomy, music, dance, art&culture, wine tasting)
- Live streaming platform for live activation
- Live and on demand Czech guide
- Post event production of video and content

\* In case of different group sizes (smaller or bigger) – we will prepare for you a personalized budget



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For more information, please do not hesitate to contact us **lenka.frydrychova@ovationdmc.com** 

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