



# WYNFORD

**AWARD CATEGORY** EXCELLENCE IN INCENTIVE TRAVEL: AFRICA/MIDDLE EAST

**PROGRAM NAME** PRESIDENTS CLUB

**CLIENT** ANONYMOUS





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INSERT QUOTE HERE

- NAME / TITLE

## *Giftng and giving:* exploring fresh ideas to reward incentive qualifiers

***Wynford integrated local gifting and a just-as-rewarding opportunity to give back, earning them a 2026 SITE 2026 SITE Crystal Award for Excellence in Incentive Travel***

When delivering a May 2025 incentive in South Africa, Wynford was challenged by their global technology client to integrate fresh and innovative touches to the program, especially since half of their attendees were repeat reward winners.

The program overall was a soaring success for these 168 participants (representing the top two percent of the client's global sales force), with Wynford's emphasis on both gifting and giving back standing out as especially strong examples of how these specific program elements can make for the perfect finishing touches to already impactful incentive design.

Focusing first on gifting, Wynford made a splash from the start. The incentive's welcome evening featured a "Better Together Wall," a handmade installation that featured a custom panel for each winner. The wall was dismantled on the final day of the program so each winner could take their panel home. This provided what Wynford described as a "subtle but powerful message" that "you are a part of this place now."

Opportunities to interact and make personalized picks continued into the group's gala evening. After arriving by vintage vehicle transfer, qualifiers were invited into a custom-built Afro-Chic pop-up gifting space to select jewelry made by a collective of women artists. Each piece "carried a story of survival and strength," Wynford said, with pieces that were "immersive and emotionally layered."

Wynford even focused on less tangible approaches to gifting, offering participants many opportunities to forge just-as-powerful memories in addition to the thoughtful physical reminders of their time in South Africa.

The team turned their onsite grab & go gifting station into one of these memory-making experiences one afternoon, transforming the spot into a storytelling venue and inviting Christo Brand to speak with reward-earners.

Christo is a former South African prison guard who once watched over, and later befriended, Nelson Mandela. His story, told quietly and without pretense, Wynford said, left an incredible lasting impression.

Giving back was just as important for this incentive, too. Wynford forged a deeply personal community partnership as part of this program with EcoChildren, an NGO focused on education and conversation.

Qualifiers visited a local school during part of their incentive to volunteer their time on different infrastructure and food security projects. It added special heart to the program, Wynford said, as participants enjoyed such a special opportunity to work alongside local voices and help serve their host community.

All of the examples detailed here are exemplars of how even the smallest program details can deliver big results: with gifting and give-back touches reflecting Wynford and their client's shared commitment to incentive travel rewards that celebrate the very best performance, purpose, and people through every program element.