



site

2026-2028

STRATEGIC FRAMEWORK



1.

COMMUNITY & CONNECTIONS

GOAL:

Lead the way in connecting, convening, and engaging incentive travel professionals worldwide.

Membership growth & composition:

- Continue to refine recruitment and onboarding communications and touchpoints.
- Create targeted regional growth strategies with input from LATAM and EU task forces.
- Achieve agency and buyer growth via initiatives like C-Suite Agency Summit and association & buyer community partnerships.

Member retention:

- Increase overall volunteerism; Provide ongoing volunteer training and support, including in-person and online components and easily accessible tools.
- Understand and map the needs of the member to their membership lifecycle stage.
- Leverage communities to increase connection among members

Early career and emerging professionals:

- Expand mentorship program through chapter resources and technology tools.
- Improve Career Center to expand use and offer additional resources.

Chapter support & growth

- Develop a simplified, sustainable global chapter model that empowers and facilitates regional leadership and engagement.
- Strengthen how SITE supports and collaborates with its chapters through centralized services, peer to peer support and regional mentors.



2.

EDUCATION & RESOURCES

GOAL:

Be the premier provider of incentive travel education and industry resources.

Education & Industry Resources

- Understand and map content to relevant personas, specifically emerging professionals.
- Ensure that SITE certifications reflect current industry standards and practices and are internationally relevant and distributed.
- Expand online learning opportunities of LMS, including new products (ie. micro certifications, podcasts)
- Be the go-to reference for emerging incentive travel destinations.
- Continue to develop partnerships to expand resource offerings.

Conferences & events

- Model exceptional programming and immersive destination experiences for all SITE events.
- Continue to increase Global Conference attendance through pricing strategies and scholarships.
- Expand ROI for supplier partners to ensure continued participation and growth.
- Seek partnerships and promotional strategies to increase buyer participation.
- Leverage events for bundling and cross-selling opportunities.

Hosted buyers

- Refine Hosted Buyer process, leverage AI tool and committee for optimization.
- Expand audience through proactive sourcing and partnerships.
- Decrease attrition and non-engagement by establishing expectations and tracking participation.
- Increase ROI for sponsors by seeking input, providing buyer information.



3.

IMPACT & AWARENESS

GOAL:

Serve as the global authority on incentive travel and its impact.

Content and Research

- Provide the principal platform for industry-wide dissemination of incentive travel research, trends, and best practices. Promote member value of proprietary SITE research.
- Develop a robust library of content, research and data resources demonstrating the nature, purpose, and direction of incentive travel, including redesigning ITI in different formats, and creating new research products.

Visibility and Communications

- Extend SITE's audience reach and proactively shape industry narratives.
- Create targeted/segmented communications strategy, leveraging profile data in AMS.
- Drive membership and revenue goals via paid marketing and custom product strategies.
- Explore targeted partnerships for regional, sector growth.

Foundation

- Position Foundation to serve individual incentive professionals and high-profile industry projects.
- Reduce barriers to give by creating packages, opportunities at events, and tech-enabled options.
- Increase ways to give including expanded Classic auctions, Next Gen, chapters, corporations.
- Reemphasize Classic's Foundation fundraising purpose; improve experiential elements.



4.
**ORGANIZATIONAL
EXCELLENCE**

● ○ **GOAL:**

Optimize SITE’s structure, resources, and organizational capacity to ensure long-term sustainability.

**Finances and
Operations**

- Diversify revenue streams through new customers, products and partnerships.
- Measure and improve sponsor satisfaction and ROI.
- New contracts for major partners: Smithbucklin, SoolNua, Bishop McCann

Governance

- Revisit cadence and structure of IBOB meetings.
- Identify long-term growth targets for both SITE and Foundation.

**SITE Internal team
development**

- Support team development through training, education stipend and F2F opportunities
- Explore org structure for sales fulfillment, event sourcing and other functions to optimize efficiencies and workflows.
- Explore and express purpose, the why of SITE and its wider societal goals.