

# August 2005 Newsletter

**How can you make your corporate events and incentives really work for you? Whether you are planning corporate events or using incentives to boost motivation, you want to make sure your time and money are well spent.**

**We've put together some tips to help you achieve this goal:**

1. Be clear about your goals – is the aim of your corporate event to give an incentive? Do you want to build key business relationships or increase employee motivation? Or is the aim to get key people away from the office to tackle barriers to your business success? Whatever your goal, your event will benefit from absolute privacy so you and your colleagues or clients can talk freely and share ideas in a relaxed environment.

2. Don't leave the logistics to chance. Good event hosts will help you with the transport logistics and accommodation planning. With an Activity Event, such as the ones at Preseli Venture, someone else will relieve you of the hassle of planning activities, break times and meals. Ask the organisers to work with you to create a bespoke programme for your group.

3. Consider how you will mix people during the corporate events, to facilitate relationship building. Employee incentives work best if people can mix with members of other teams in your organisation. Activity Events come into their own here. Ask the organisers to swap the groups around so different people work together on different events. If you have sole use of the facilities, a relaxing drink in the bar after a day of exhilarating events gives the perfect opportunity for people to chill out and really cement the relationships they've built up during the day.

4. Plan ways to follow up on your corporate events and keep employee motivation levels high. Find ways to keep the 'buzz' going once the event is over. Why not look at ways to bring people together in the future? Something as simple as sending a card to all participants a few months after the event will help to remind them of the great time you had together. You could even suggest a reunion. If you've done an Activity Event, how about suggesting a return visit for a weekend 'jolly' with partners.

So you've now got an idea of what you need to do to create successful corporate events and how to use employee incentives to raise employee motivation. The next big question is where to go?

At Preseli Venture, based in the Pembrokeshire Coast National Park, we offer all the ingredients for superb corporate events and employee incentives. With a truly personalised service and a commitment to making it hassle free, we promise to make your life easier. Also, exclusive use of our facilities and our charming Adventure Lodge, guarantee that people can relax in absolute privacy to enjoy the beautiful surroundings. It is the perfect environment to build strong relationships.

To find out more contact us now on **01348 837709**, email **info@preseliventure.com** or visit our new website: **[www.preseliventure-corporate.com](http://www.preseliventure-corporate.com)**. We look forward to hearing from you!

Kind Regards,

**Preseli Venture**



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