



spring 2008

# mpactivity

NEWSLETTER

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## Welcome to another issue of Impactivity!

It's hard to believe that three quarters of the year has already gone and what a whirlwind year. The wonderful destinations we have visited both domestic and international leaves us and our clients with many fun memories and rewarding experiences.

Recently we were delighted to receive an award for being one of Emirates top 15 agents in Victoria/South Australia/Tasmania. This major

accolade comes after receiving another recent recognition for being their number 2 customer in Australia, in the Meetings and Event Industry.

Enjoy reading our latest issue of Impactivity and I welcome your feedback at anytime at [mike.tuzee@impactevents.com.au](mailto:mike.tuzee@impactevents.com.au).

**Cheers, Mike Tuzee**

# editorial

*pic: Mike Tuzee, Impact MD receiving the award from Dean Cleaver, Emirates Sales Manager*

In November 2007 Carpet Court Southern and Northern regions merged into one entity, poised to benefit from the "Power of One" theme for their 2008 conference.

The 2nd National Carpet Court Conference was targeted specifically to Store Owners, Managers and Senior Staff. As they gathered at Hamilton Island in May 2008, they were in for an amazing experience.

During their three day conference, the 400 plus Carpet Court delegates were treated to an action packed event. A number of world class speakers addressed the conference, including Laurie Lawrence on motivation and Phil Ruthven on future business trends. A street carnival party was staged where the main street in the harbour side village was closed off. Delegates were treated to a vast array of food stalls, street carnival attractions and

roving entertainment. The gala dinner on the last evening delegates were entertained by a tribute to the legends of Aussie Rock. Well known performers, Glen Shorrock, Ross Wilson, Joe Camilleri, Frankie J Holden and Wilbur Wilde had the audience spellbound.

After three wonderful days on Hamilton Island, Carpet Court certainly embraced their theme the "Power of One" and left having renewed many old business contacts and welcoming many new ones.

For further details on having your next conference on Hamilton Island, please contact Impact Organisation on (03) 9535 3600.



# what an impact event

## carpet court conference on hamilton island



## impact educational series

**To reward is to pay, make return for service, conduct or giving personal satisfaction that is worthwhile.**

Impact Organisation's unique online sales incentive program is the perfect business to business (B2B) tool to reward your customers or staff. It allows your customers to track their performance, view their point statements, shop and reward themselves online. Most importantly, the back end data allows you to track instantaneously how successful you are in engaging your customers or staff.

Other tools allow you to add online education,

surveys and recognition awards and automatically assign points for participation in these activities. The system is scalable and suitable for short 3 month promotions for a database of 300 or a perpetual program with 3000 members.

Impact Incentives Online provides you with up to the minute reporting of program sales, participants, redemptions, surveys, quiz results, member feedback and more.

For further details on our Incentives Online, please contact Impact Organisation on (03) 9535 3600.

# rewarding your staff & customers



Rio de Janeiro's population of 7,000,000 and exotic culture is one which has an amazing power of seduction. Located between lush mountains and breathtaking beaches, it is a city of many charms and one that is hard to forget once you leave.

Buenos Aires is a city which is more European than South American, often referred to as the "Paris of South America", where bustling streets, grand avenues and old style cafes are at the heart of this wonderful city.

Impact recently took a conference group of 300 to South America, taking in the delights of Peru, Buenos Aires, Iguassu Falls, Rio de Janeiro and an Amazon Cruise. Highlights were many including the staging of a Carnival themed dinner in the luxurious ballroom at the iconic Copacabana Palace Hotel. An evening's cocktail reception was also staged atop the famous Sugarloaf Mountain, taking in the spectacular views of Rio's fabulous harbour and stunning sunset. Rio's harbour is classified as one of the 7 Natural Wonders of the World and from all the feedback received, this was a truly memorable and rewarding conference for all who attended.

If you are interested in finding out more about South America please contact Impact Organisation on (03) 9535 3600.

destinations  
to consider

# spotlight on south america



## sydney incentive show

The Incentive Show in Sydney in June was a great opportunity to launch our Incentives Online software. Partnered on the stand with Coastal Productions it was a very successful event with good quality exhibitors and attendees. Our logo was the feature design for the wall prints on the stand. Following on from the success of this year, Impact will again be exhibiting at next year's show. Visit [www.incentiveshow.com.au](http://www.incentiveshow.com.au) for more details.

## meet our sigma rewards team

Sigma Rewards launched on the 1st July. Although the program is new we have already received many favourable comments:

"The reward program is generally good and provides a lot of things to talk about and compare rewards"

"Anything you want, anytime you want it –

What a great program"

"How refreshing to call the rewards centre and be able to speak with a 'real person', that's customer service!"

If you would like to know more about our rewards programs please contact us on (03) 9535 3600.



*Sigma Rewards team from left to right. Marilou, Dianne, Rebecca, Fiona and Jackie*

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# impact

ORGANISATION

lifestyle business events & rewards

[www.impactevents.com.au](http://www.impactevents.com.au)

## our customers say

Dear Mike & Mathew

I take this opportunity to sincerely thank you and of course your support crew, Jo, April and Leonie for your wonderful contribution to the success of our conference. The organisation, implementation and creative structure was absolutely first class.

Without exception the feedback and personal comments I have received confirm that our National Carpet Court conference was a resounding success. This conference has united all members and will no doubt motivate change.

On behalf of Carpet Court Australia, members, staff and suppliers, well done.

Very best regards,  
**George Richards**  
Chairman, CCA