



TD Canada Trust Banks on Motivating Employees with Group Travel Rewards

Profile The Toronto-Dominion Bank and its subsidiaries, among them TD Ameritrade and TD Canada Trust., are known as the TD Bank Financial Group. It holds Cdn\$365 billion in assets with a customer base of more than 14 million in key financial centers worldwide. TD Ameritrade ranks among the world's leading on-line financial services firms, with more than 4.5 million on-line customers.

The Challenge In 2005, a regional division of TD Canada Trust required an exciting, upscale incentive reward to motivate financial services representatives and tellers to reach sales targets in a 12 month point program.

The Plan Odenza's Director of Business Development Bob Bullock came up with a package to provide an all inclusive 4-day Carnival Cruise to Nassau for 77 people for \$80,000.

- Odenza provided promotional materials such as posters, dangling cruise cards and balloons. TD Canada Trust incorporated other custom-made materials and launched a terrific in-house marketing campaign. Employees received postcards from the president, suntan lotion, Carnival Cruise towels and key chains – all reminders of what was on the horizon if they met their goals.
- Odenza Cruise Manager Courtney Mihailoff worked exclusively with the TD Canada Trust Sales Support Coordinator to organize the February 2006 travel itinerary for 64 winners and 13 executives, including liaising with Carnival Cruises for shipboard events.

“It was the first time we ever rewarded our achievers with a group cruise,” says Maria LaSala. “Courtney made sure every request was carried out. She booked all the flights and hotels, handled the transfers down to the travel insurance. I could not have done this without her,” she says.

- The Carnival Cruise Conference Coordinator arranged good events for the group, including a team-building “Amazing Race” style scavenger hunt around the ship, Power Point-equipped meeting rooms for relaxed personal appreciation sessions, private cocktail parties, surprise ‘gift drops’ to employees’ cabins and shore excursions.

“There were no worries. Each night, I went over the details with Carnival’s conference coordinator. I’d wake up knowing the day was perfectly planned,” LaSala says.

- Upon return, she reports, “Word of mouth about the cruise really took off and spread motivation like wildfire to other employees.” She believes double the number of staff will hit their sales targets and 130 employees will join the second reward adventure -- a week in Bermuda in late January 2007. Odenza already has the trip planned.

TD Canada Trust Satisfaction 10/10

“It worked out great as an incentive. This cruise was sooooo reasonable for TD Canada Trust. We really got a lot of bang for our buck. We came back to Odenza because of the travel planning expertise of Courtney Mihailoff. She is amazing.”

Maria LaSala, Sales Support Coordinator TD Canada Trust September 2006



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