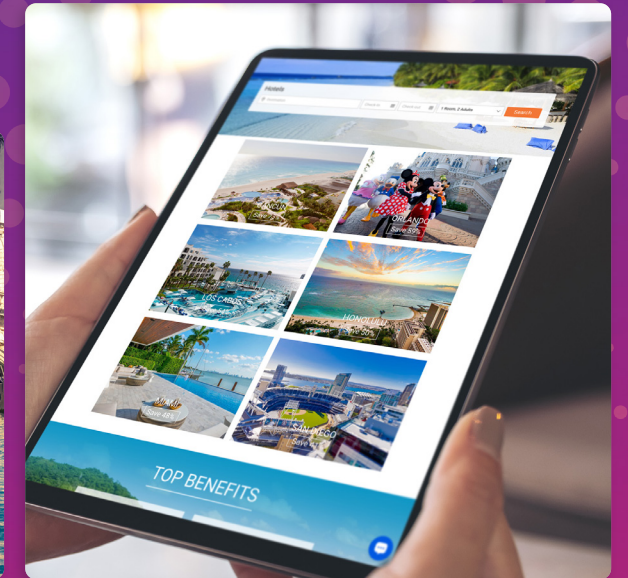


One10^x

The New Rules of Incentive Travel

How to Wow Every Generation
(and Make You the Hero of the Experience)

A Modern Event Planner's Guide to Well-orchestrated,
Seamless Execution — Get the Applause Without the Anxiety



Welcome

Introduction: The Art (and Headache) of Pulling Off the Impossible 03

Know Your Crowd: Mastering the Multi-generational Mix 04

Keeping Gen X and Boomers Engaged 06

What Excites Millennials and Gen Z? 07

Secret Sauce: What Unites Them All 08

Customization Without Chaos 09

Let Purpose (and Sustainability) Take Center Stage 10

Real Results: Measuring Return on Experience (ROE) 11

Your Lasting Legacy: Why You're the Hero 12

INTRODUCTION

The Art (and Headache) of Pulling Off the Impossible

Planning incentive travel for a multigenerational crowd is like building four trips in one. Boomers want a gala, Gen X wants downtime, Millennials want purpose-driven adventures and Gen Z wants digital-first sustainability. How do you pull it all together into one seamless, unforgettable program?

If you've ever felt the pressure to create a well-orchestrated, seamlessly executed experience that wows everyone, but dreaded the mountain of details ahead, you're not alone. Every event planner wants their event to be the highlight of the year, not the source of endless logistical headaches. The great news? With the right tools (and the right partner), you can make magic happen – efficiently, elegantly and with results that speak for themselves.

This guide reveals how to deliver not just an exceptional event, but an experience that motivates every attendee, builds real engagement and makes you look like a hero in the process.

KNOW YOUR CROWD

Mastering the Multigenerational Mix

A successful event starts with understanding who's in the room, or, in this case, on the trip.

Today's teams are a blend of:



Baby Boomers who love formal recognition and unforgettable moments, like exclusive galas or dream trips that celebrate everything they've accomplished.



Gen X who crave balance and flexibility – appreciate activities they can choose or family-friendly plans that let them recharge and enjoy downtime.





Millennials are all about purpose, growth and sharing the adventure. Give them authentic, meaningful experiences they'll want to post about, not just sit through.



Gen Z expects tech-friendly, sustainable and inclusive options. You get bonus points for programs that reflect a real commitment to causes they care about.



Your challenge as the planner? Make each person feel the event was designed just for them without quadrupling your to-do list.

Keeping Gen X and Boomers Engaged

For your more seasoned crowd, deliver:

Exclusive Experiences

VIP dinners and curated local excursions

Recognition

Shout-outs and awards that truly honor their contributions

Simplicity

Intuitive schedules, seamless logistics and zero surprises

Guests and Families

Let them share the experience with a companion or offer a family program



Planning across generations doesn't have to mean more complicated checklists. Use centralized tools to offer choice without chaos. Everyone gets what excites them, and you keep full control over the details.



What Excites Millennials and Gen Z?

Want these generations buzzing about your event?

Focus on:

Personal Growth

Workshops, learning opportunities and creative team adventures

Choice

Customizable tracks or real-time polls to guide their agendas

Purpose

Sustainability initiatives, volunteering and giving back. This matters to them

Connection

Ways to build community, share online and interact live

With solutions like One10's event tech, you can collect preferences up front, offer flexible experiences and keep everyone in the loop (and on schedule) without breaking a sweat.



SECRET SAUCE

What Unites Them All

While needs differ, everyone wants:



**To be recognized
and valued**



**A sense of growth,
personally or professionally**



**A meaningful connection
with peers and leaders**

With thoughtful programming – think high-energy kickoffs, collaborative projects or unique shared activities – you can foster a sense of belonging that lingers long after the trip is over.

Customization Without Chaos

Here's where the real event planning stress can kick in: customization. But today's event platforms—like One10's—let you register, manage preferences, agendas and feedback all in one place. Mobile apps give attendees the power to build their own experiences, remind them where to go and gather instant feedback, making you look like you have a whole team handling the details.

There will be no frantic email storms, no last-minute paper lists—just a streamlined dashboard and more time for you to get creative.



Let Purpose (and Sustainability) Take Center Stage

Your younger attendees will notice. So will the rest of the crowd. Integrate:

- Eco-conscious lodging and venues
- Social impact projects, CSR or community engagement
- Local partnerships that create authentic, memorable experiences

With One10 as your partner, we can track your event's footprint and showcase your company's commitment without adding extra hours to your planning.



REAL RESULTS

Measuring Return on Experience (ROE)

Did everyone rave about the event? Did morale and loyalty improve? That's your ROE, and it's just as critical as traditional ROI. Modern event reporting tools track:

- Engagement and participation rates
- Attendee satisfaction
- Qualitative metrics about the destination and venues
- Performance improvements and “bragging rights” long after the trip

When you can show leadership – not just the costs, but the lasting benefits – you'll have proof you're delivering value far beyond the event itself.

That is how an agency like One10 will support you by acting as an extension of your team.



YOUR LASTING LEGACY

Why You're the Hero

You want to deliver a show-stopping experience. And yes, still sleep at night. When you have the right technology, the right insights and the right partner, you get the best of both worlds: an event that blows them away and a process that feels manageable (and maybe even fun).

One10 takes the guesswork and stress out of incentive travel. From personalized agendas to sustainable, tech-enabled experiences, we'll help you design an event that delights every attendee and makes you look like the hero.

One10 helps you deliver seamless, impactful and meticulously planned incentive travel programs that leave a lasting impression. Reach out today to learn how we can help plan your next memorable experience.

Let's Connect

One10^x