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Bring your brand, culture and successes to life with Terryberry's One Powerful Platform



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Symbolic Awards are Powerful

When was the last time you received an award that was made exclusively for you?

Almost all communication today is digital, providing instantaneous feedback. This is no doubt impactful, however companies who integrate symbolic awards into recognition moments have an **unfair advantage. Why?**

**Symbols are the visible signs
of invisible realities!**

Symbolic Awards are Back!

- **Increase Retention** Employees are 3x's more likely to remember the positive workplace experience if a symbolic award is used
- **Increase Engagement:** Companies can boost employee engagement by 12% when custom, tangible awards are used as incentives
- **Improve Relationships:** Over 70% of symbolic awards are handed to the recipient by a manager, creating a more meaningful relationship. Remember, employees don't quit companies, they quit their managers!

"I often look at my 1-year award I display on my desk as a reminder of how much I've grown in my time here. It's a nice reassurance that I'm in the right place and I belong."

Claudia Cohen, Inside Sales Rep





Terryberry's Custom Award Team

(aka the CAT!)

- Duplicate existing award tooling or molds
- Send award samples for review
- Provide new ideas on existing programs
- 3-week turnaround in most instances
- Schedule annual reviews
- Offer free quarterly webinars to share new ideas with other Terryberry customers

President's Club

Best Practices

Including a meaningful, symbolic component leads to
12% better performance

Here are **3 ways** to ensure success.....



President's Club Programs Must Include.....

#1 An Exclusive, Tangible Award Worthy of the Accomplishment

- Creates Exclusivity
- Long Lasting
- 4X's More Impactful than Cash



Examples:

Custom Rings or Jewelry

Exclusive Timepieces

Luxury Gifts w/ Program Branding



President's Club Programs Must Include.....

#2 Bucket List Experiences

- Memories for a Lifetime
- Photo Opps that go Social
- Engages a Spouse or Significant Other



Examples:
Exclusive Destinations for the Entire Team
Qualifiers Pick a Trip of their Choice



Does Recognition Really Impact Your Company?

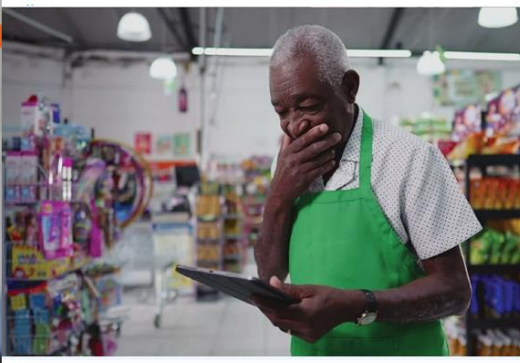


Suggested

 **Shilpa Saraf** · 3rd+
Team Manager, Childrens Department
3d · 🌐


CONGRATULATIONS MIKE!! 38 years and still going strong! You are such a blessing to our company and to all who come in contact with you. We truly would not know what to do without you as our guiding light! Thank you!

 **The Breathe Bubble** [+ Subscribe](#)



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 **AMX Records**
April 23 at 8:02 AM · 🌐

Long hours, countless retakes, and smiles. This is what defines this amazing organization. The folks that make up our amazing company are more like a family than employees, they work hard and play harder. Celebrating this teams 20 years of accomplishment is one of the most rewarding experiences ever. Here's to 20 more years with this amazing group!



President's Club Programs Must Include....

#3 Future Qualification Accelerators

- Award Enhancements
- Elevated Destination Status
- Avoids Award Fatigue

Examples:
Diamond Additions
Upgraded Packaging
Multi-Year Winner Awards



We are Proud to Help Recognize our Partners' Top Performers



TRAVEL+
LEISURE

Amway



Gordon[®]
FOOD SERVICE

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President Club Packages

No two President's Club programs are the same! Terryberry's **One Powerful Platform** can help you build a custom experience for your team.



- Congratulatory Message Delivered via Email
- Points for Pre-Trip Gift Redemption (such as Luggage or High-end Sunglasses)
- Trip or Excursion Selection
- Custom Ring in Deluxe Packaging
- Engraved Crystal Trophy

Luxury fashion
rewards

GUCCI

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BREITLING



Terryberry has Manufactured Custom Awards for Over 100 Years



President's Club by Terryberry

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