

Kara Hoover – Senior Program Manager, IP
Brightspot Incentives & Events
Work Highlights



Brightspot Incentives & Events



Responsibilities

- Creative ideation and scope of work planning for client proposals
- Cross-functional team collaboration and oversight (sales, IT, graphic design, accounting)
- Vendor sourcing and management
- Awards sourcing and delivery (merchandise, gift cards, travel)
- Event planning
- Hands on execution
- Client relations
- Budget adherence and reconciliation (up to million-dollars)
- Invoicing
- Data reporting
- Program post-mortems
- Securing of program renewals

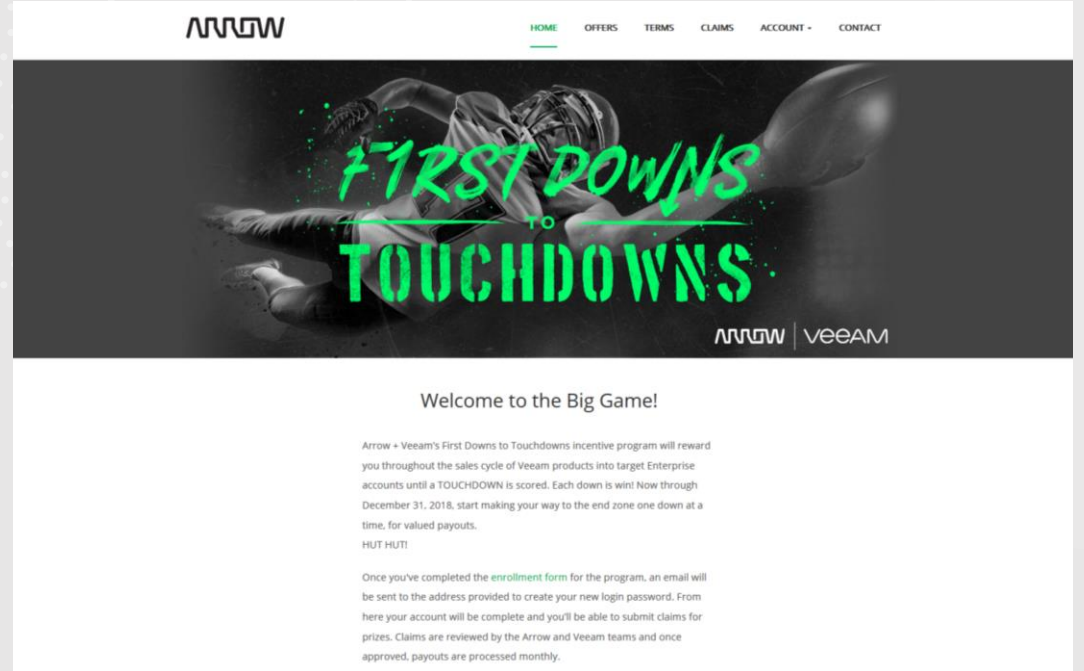
Program deliverables included:

- Program design and theming
- Website creation and maintenance
- Multi-cultural communication plans
- Award sourcing and international delivery
- Award Experiences
- Corporate Events
- Data and Reporting



Themed Program Elements

Strategy | Oversight | Execution:
Websites, Print Collateral,
Promotional Items, Communications



ARROW

HOME OFFERS TERMS CLAIMS ACCOUNT - CONTACT

FIRST DOWNS TO TOUCHDOWNS

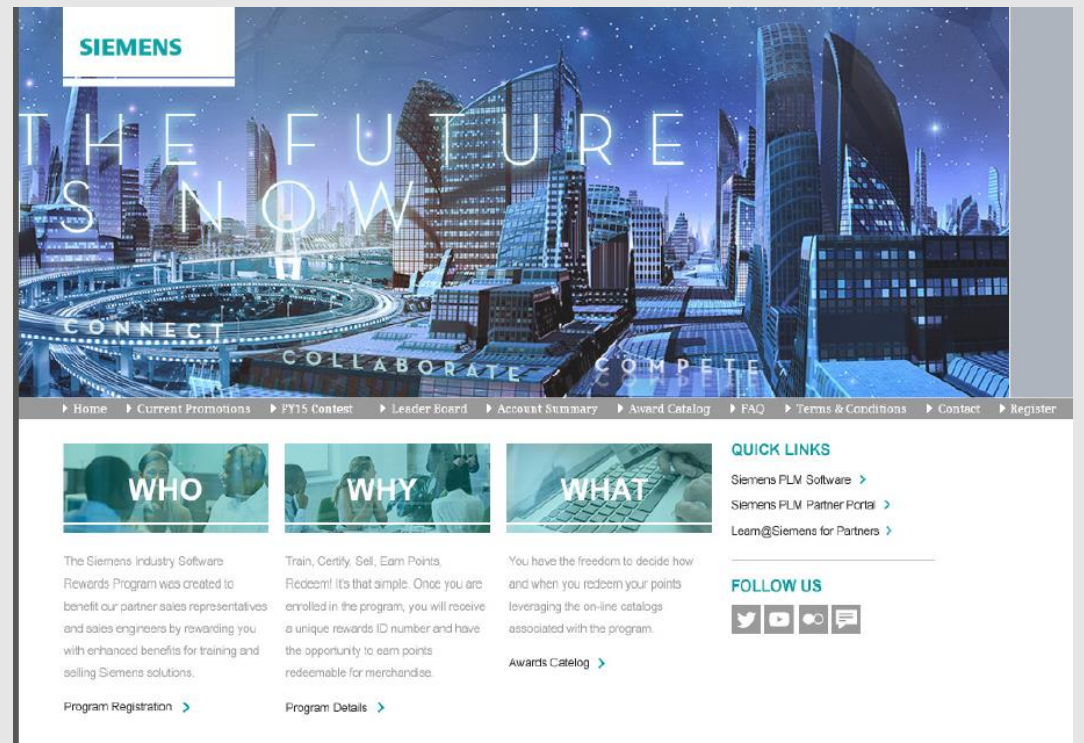
ARROW | VEEAM

Welcome to the Big Game!

Arrow + Veeam's First Downs to Touchdowns incentive program will reward you throughout the sales cycle of Veeam products into target Enterprise accounts until a TOUCHDOWN is scored. Each down is win! Now through December 31, 2018, start making your way to the end zone one down at a time, for valued payouts.

HUT HUT!

Once you've completed the [enrollment form](#) for the program, an email will be sent to the address provided to create your new login password. From here your account will be complete and you'll be able to submit claims for prizes. Claims are reviewed by the Arrow and Veeam teams and once approved, payouts are processed monthly.



SIEMENS

THE FUTURE IS NOW

CONNECT COLLABORATE COMPETE

Home Current Promotions FY15 Contest Leader Board Account Summary Award Catalog FAQ Terms & Conditions Contact Register

QUICK LINKS

- Siemens PLM Software >
- Siemens PLM Partner Portal >
- Learn@Siemens for Partners >

FOLLOW US

Twitter YouTube LinkedIn Email

WHO

The Siemens Industry Software Rewards Program was created to benefit our partner sales representatives and sales engineers by rewarding you with enhanced benefits for training and selling Siemens solutions.

[Program Registration >](#)

WHY

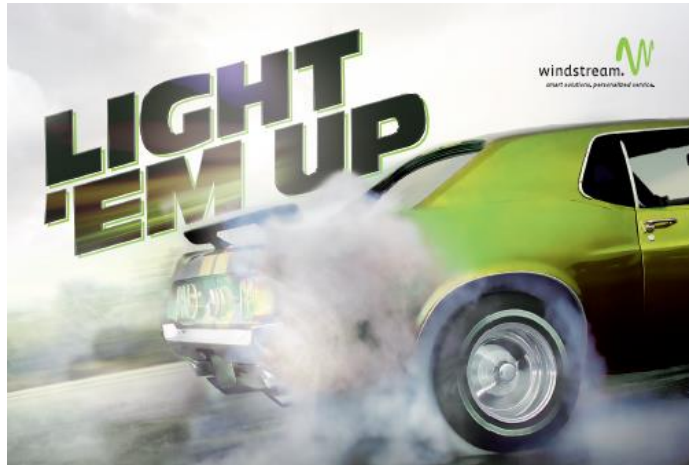
Train, Certify, Sell, Earn Points. Redeem! It's that simple. Once you are enrolled in the program, you will receive a unique rewards ID number and have the opportunity to earn points redeemable for merchandise.

[Program Details >](#)

WHAT

You have the freedom to decide how and when you redeem your points leveraging the on-line catalogs associated with the program.

[Awards Catalog >](#)



INNER S

M

Congratulations!
 You have been awarded Q1
 Hunt Club Points

John Smith

Congratulations! You have been awarded Q1 Hunt Club Points for 100% Attainment, Special Recognition, Exceeding Sales Goal, Friend of Sales, Best Green Tie, Overall Q1 Performance, SE Management Team of the Quarter, etc

intel Security

intel Security

2015

Cirque du Focus

NEW REGISTRATION | NEXT TICKET

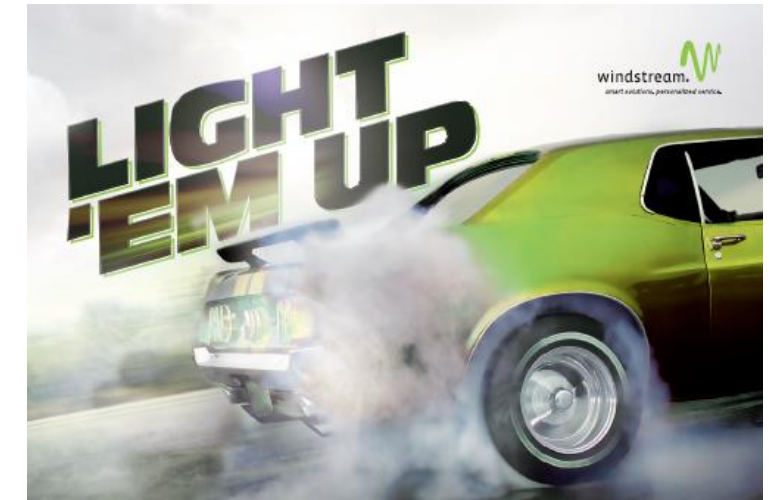
FOCUS 15
 SMART PROTECTION

Winners of the Intel® Confirm a NEW Registration to FOCUS15, earn your NEXT Ticket to entertainment!

Prepare to enjoy the mystery and wonder of our August 31st call-out-day, by closing registrations to the Intel Security FOCUS15 conference, in exciting Las Vegas.

You will be treated to a fabulous lunch, and have the opportunity to be in the audience of our main event! There will also be chances win prizes while you show off your talents for stacking up registrations.

Themed Collateral & Promo Items



Light 'Em Up

Let's Rev Up Q1 Sales


Starting in January 2016 enterprise sales and sales engineers will have the monthly opportunity in Q1 to earn points for outstanding performances within their channel and position. Use points to select rewards from a variety of fabulous items in our new rewards site!

Redeem points immediately or earn points throughout Q1 and choose higher value items. Light em up!

Complete contest rules coming soon at windstreamincentives.com

Watch for announcements on stream and email notification of login information. Contact info@windstreamincentives.com with questions.

Email, Print Collateral, Promo Items, Website



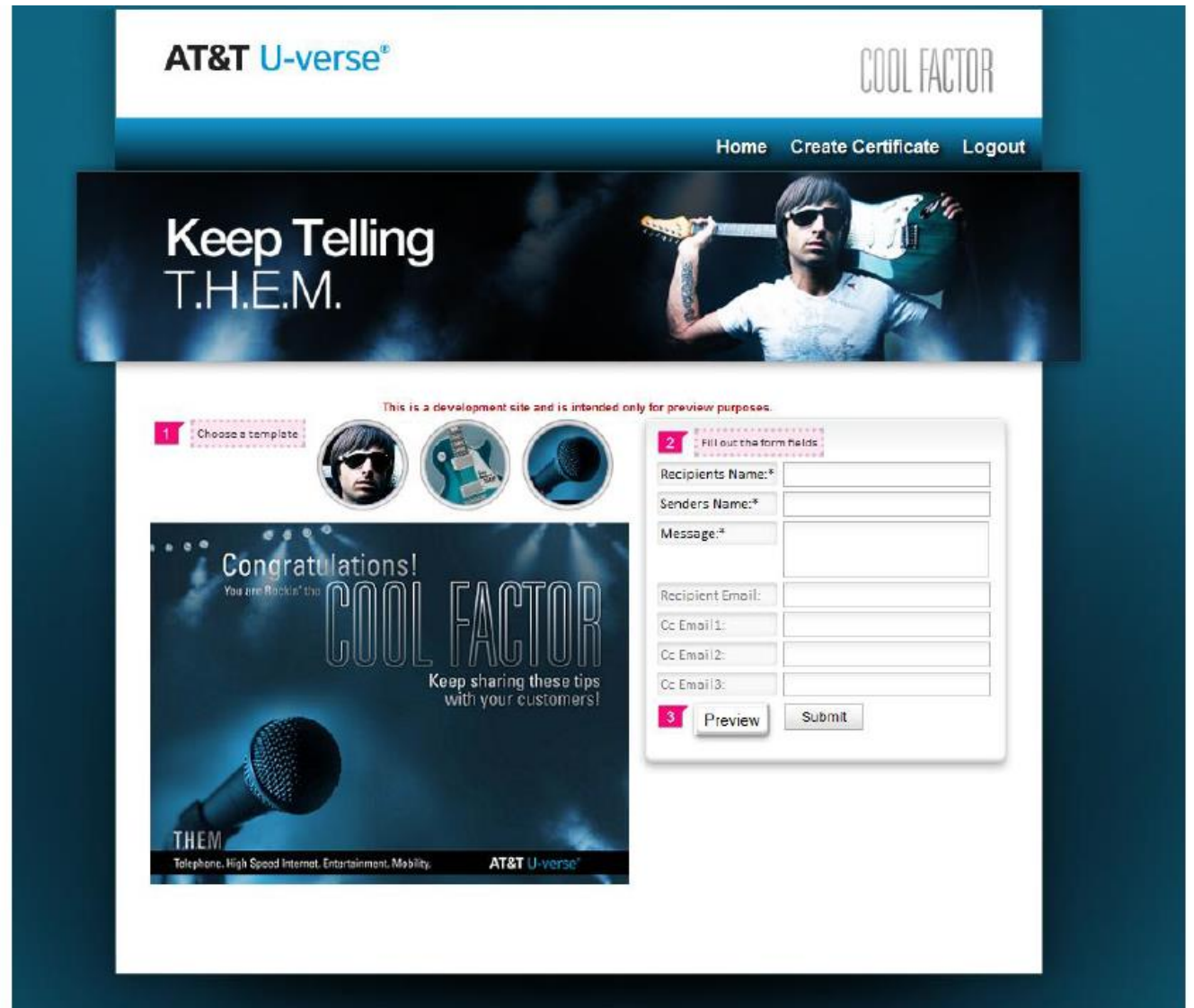
Awesome Performance
Using a **COOL FACTOR**

To: John Smith
From: Joe Johnson

Keep Rockin' THEM

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Telephone. High Speed Internet. Entertainment. Mobility. **AT&T U-verse®**



AT&T U-verse® **COOL FACTOR**

Home Create Certificate Logout

Keep Telling T.H.E.M.

This is a development site and is intended only for preview purposes.

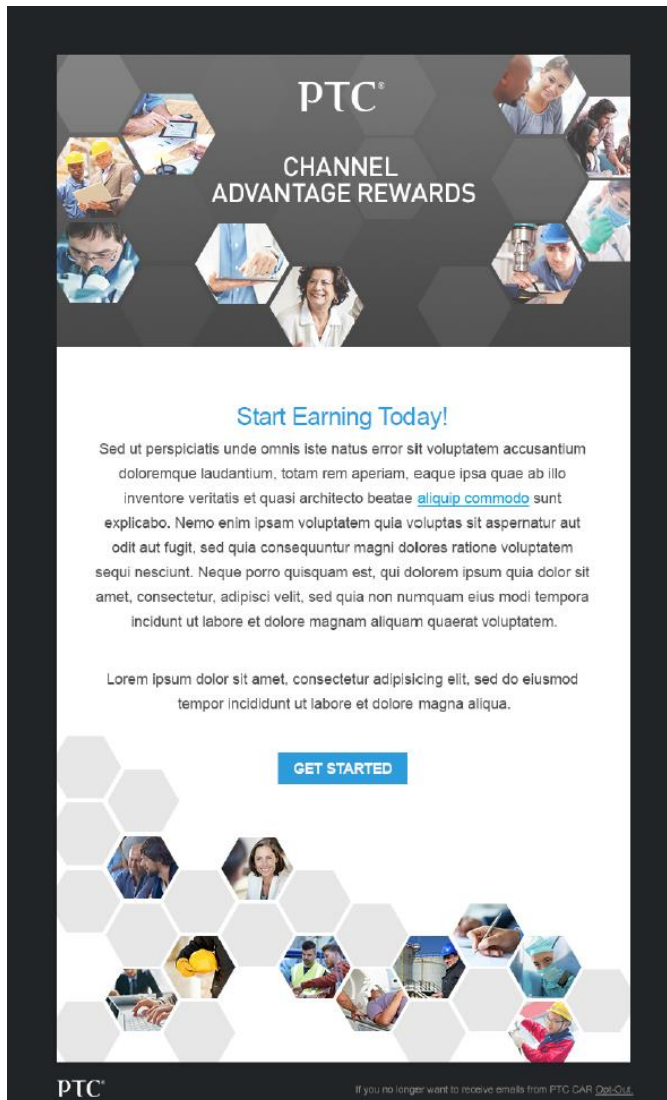
- 1 Choose a template
- 2 Fill out the form fields
- 3 Preview

Recipients Name:*
Senders Name:*
Message:*
Recipient Email:
Cc Email 1:
Cc Email 2:
Cc Email 3:
Submit

Congratulations!
You are Rockin' the **COOL FACTOR**
Keep sharing these tips with your customers!

THEM
Telephone. High Speed Internet. Entertainment. Mobility. **AT&T U-verse®**

Global Email Communications



PTC®
**CHANNEL
ADVANTAGE REWARDS**

Start Earning Today!

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GET STARTED

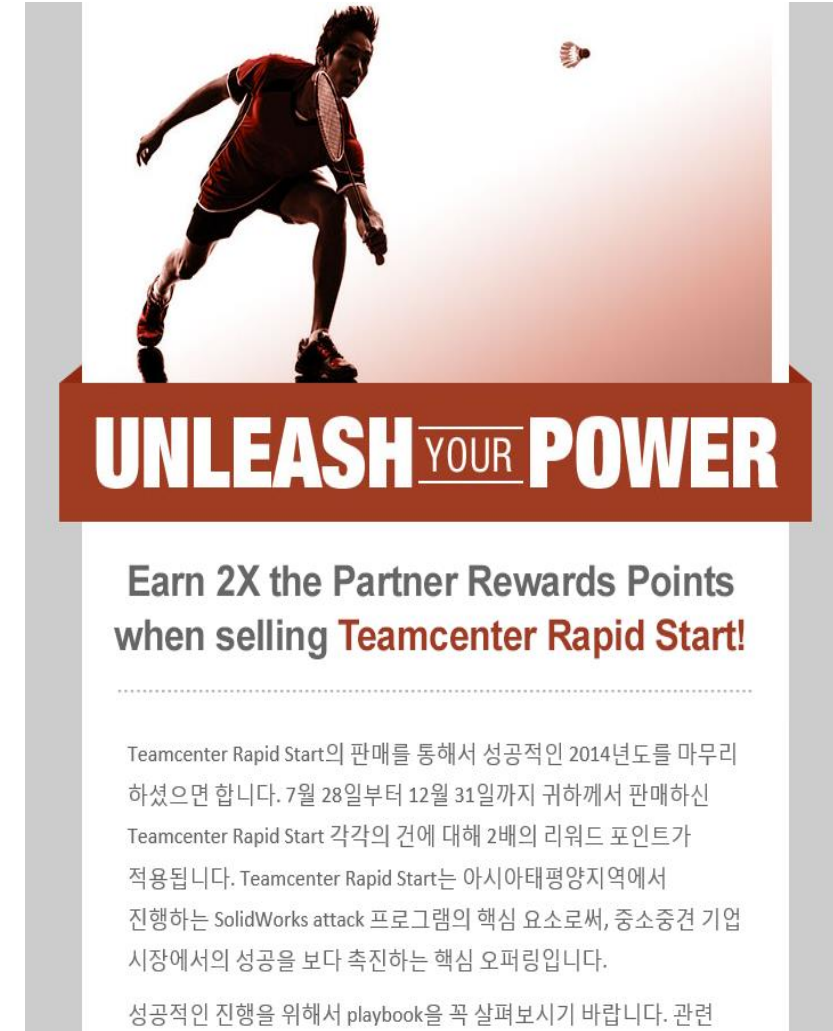
PTC
If you no longer want to receive emails from PTC, [Click Here](#)



Accelerate your point earnings by 50%
during the first 6 months you are
registered in the Siemens Industry
Software Partner Rewards Program.

Join today and boost your reward point earnings by 50%! By enrolling in the Siemens Industry Software Partner Rewards program, you will be eligible to earn 50% more points on revenue deals during your first 6 months. Redeem points for your choice of fabulous rewards!

Take advantage of the training resources through [Learn@Siemens](#) and gain the confidence you need to jumpstart your success. The more and more you sell, the



UNLEASH YOUR POWER

Earn 2X the Partner Rewards Points
when selling **Teamcenter Rapid Start!**

Teamcenter Rapid Start의 판매를 통해서 성공적인 2014년도를 마무리 하셨으면 합니다. 7월 28일부터 12월 31일까지 귀하께서 판매하신 Teamcenter Rapid Start 각각의 건에 대해 2배의 리워드 포인트가 적용됩니다. Teamcenter Rapid Start는 아시아태평양지역에서 진행되는 SolidWorks attack 프로그램의 핵심 요소로써, 중소중견 기업 시장에서의 성공을 보다 촉진하는 핵심 오퍼링입니다.

성공적인 진행을 위해서 playbook을 꼭 살펴보시기 바랍니다. 관련

International Travel Rewards & Engagement Events:

Contest management, destination selection, travel arrangements, itinerary development, vendor selection, F&B, collateral creation, talent procurement

Travel Rewards

- Acting as a white-glove concierge, I coordinated many “Trip of a Lifetime” grand prizes for multiple clients
- Total budgets ranged from \$15k per winner to \$25K
- Winners were from across the globe to destinations across the globe
- The most rewarding projects I have managed because winners are incredibly grateful for the opportunity and radiate with joy and loyalty for our client for years to come.

Services included:

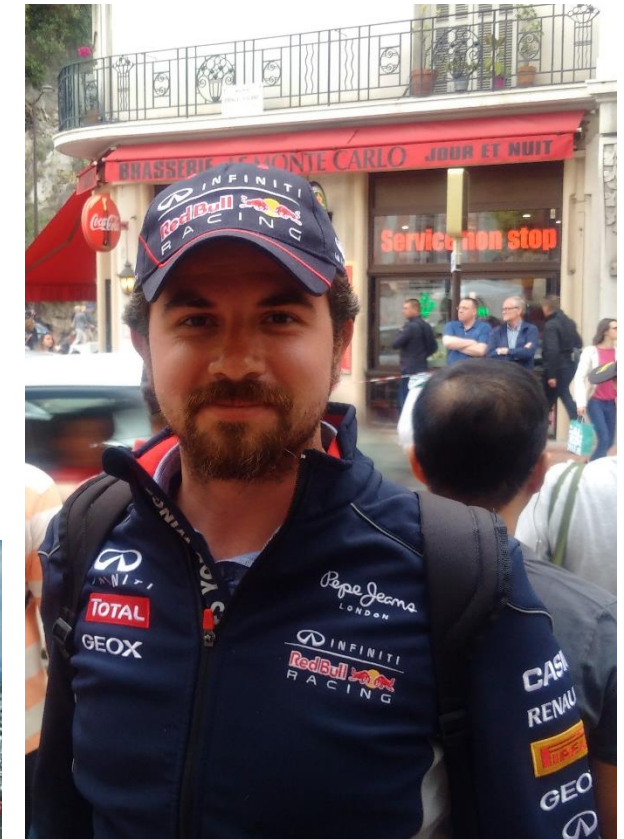
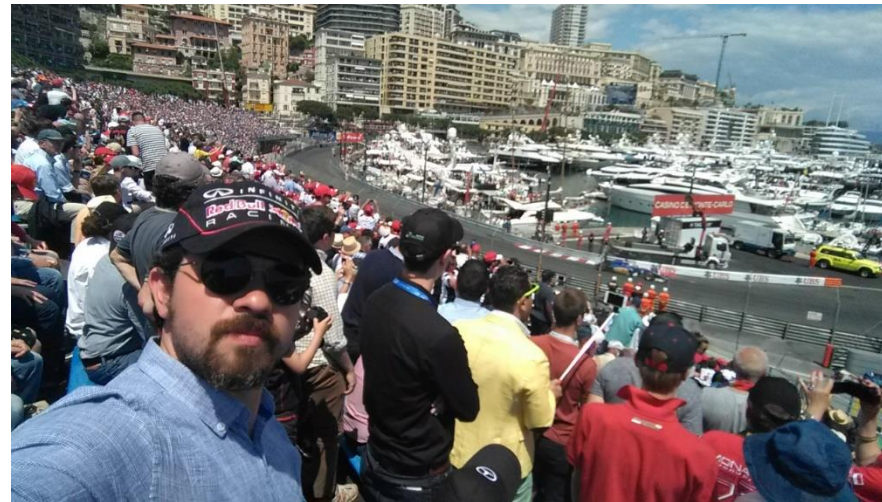
- Assist with securing travel visas
- Flights, lodging, entertainment coordination
- Trip Itinerary Planning
- Pre-trip themed gifts
- On-call for any needs during travel
- Post-trip interview and promotional communications



Example : Monte Carlo – Grand Prix

- 4 nights accommodations in Nice -Le Meridien Nice.
- Airport transfers upon arrival in Nice
- Grandstand race day viewing on Sunday
- Roundtrip sedan transfers to Monte Carlo on Sunday
- Onsite host team
- Daily Itinerary of Entertainment
- Expert travel and concierge services

Ugar Canbaz
Bogazici Yazilim - Turkey





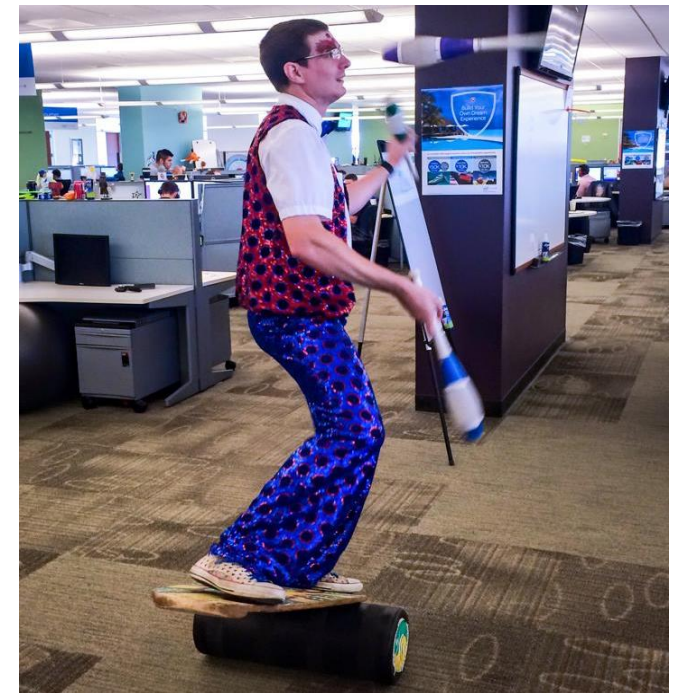
Intel Security FOCUS Sales Event

FOCUS¹⁵
SECURITY CONFERENCE
LAS VEGAS | OCTOBER 29-31

Be a part of the show! Confirm a NEW Registration to FOCUS15, earn your NEXT Ticket to entertainment!

Prepare to enjoy the mystery and wonder of our August 31st call-out-day, by closing registrations to the Intel Security FOCUS15 conference, in exciting Las Vegas.

You will be treated to a fabulous lunch, and have the opportunity to be in the audience of our main event! There will also be chances win prizes while you show off your talents for stacking up registrations.





MPOWER

McAfee

McAfee FOCUS Sales Event



Program Analytics Reporting & Change Advisement

Example:

- 30% increase in enrollment over the past 5 years
- 40-50% engagement from a global audience (website visits and email stats)
- Enrolled partner individuals are proven 2x more productive in sales conversions
- Up to 70% of all partner revenue is attributed to program participants
- 60% increase in completed trainings and 45% increase in completed certifications over the past two years

- Suggest a focus on incentivizing participants to level up in their membership level (increase their overall sales)
- Suggest a raise in reward points for customer reference stories – Submissions were low this Fiscal Year

Recommendations for Kara

Derek Lilleskov – *Brightspot Incentives & Events*

Senior Program Specialist

“Working with Kara is a truly career-changing experience. It is not often you find someone who cares about your career just as much, if not more, than their own. She worked with me as a true teammate, constantly guiding me as to ways to improve myself and my work. We worked with clients of all types, and it was always impressive how she handled all the different personalities. She always kept things in perspective and, most importantly, kept clients happy.”

Erin Nicholson – *Brightspot Incentives & Events*

Senior Program Specialist, PMP

“Kara was a great boss who took the time to get to know me as a person, my career desires, and my drives. She is a creative thinker and problem solver, and constantly strives for excellence. I always admired her drive and motivation. Not only does Kara know how to plan, budget, and get a program going from scratch, she understands the creative process. Her responsiveness, quick thinking, and work ethic are off the charts, and it was fun to watch Kara get stuff done.”

Nicole Chattin– *Brightspot Incentives & Events*

Senior Program Manager, CMP

“Kara is one of the most dependable, motivated and driven individuals I have worked with in the marketing industry. She is able to manage multiple projects at one time while surpassing deadlines and meeting client expectations. Kara is extremely creative and always goes above and beyond to provide something extra in each project she manages. She is also personable with colleagues, vendors and clients and I highly recommend Kara as a colleague in the marketing industry. ”