



Creative Group®

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For Immediate Release

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Creative Group Named Finalist for 2026 SITE Crystal Awards

Creative Group secures spot in the top three for the Excellence in Incentive Travel: North America award

SCHAUMBURG, Ill. – [Creative Group, Inc.](#), an award-winning event experience agency, has been named a finalist in the 2026 SITE Crystal Awards in the category of Excellence in Incentive Travel: North America. The recognition highlights the success of Creative Group's incentive travel program for their client [CDW](#), a Fortune 500 global technology solutions provider.

Creative Group delivered the President's Achievement reward trip for CDW. The customized trip catered to CDW's desires to motivate employees to reach company goals and ultimately reward their top performers. This year's trip welcomed 788 coworkers and guests from the United States, Canada, and the United Kingdom to the Four Seasons Oahu at Ko Olina for recognition, connection, and celebration. From private dinners aboard the USS Missouri to relaxing day-time activities and a "LuWOW" party, employees were treated to many exceptional experiences.



CDW coworkers and guests attended the President's Achievement reward trip.

Pictured: A hands-on "Learn to Play Ukulele" station offered participants an unexpected and immersive cultural experience—one of many thoughtfully curated activations designed to engage and delight attendees during the incentive trip.

“We are ecstatic and honored to have made it into the final round for this award alongside so many industry leaders,” said Hillary Smith Stone, global head of creative & marketing at Creative Group. “This nomination is evidence of the strategic thinking, creativity, and commitment that our team brings to every program.”

The prestigious SITE Crystal Awards are presented annually by the Society for Incentive Travel Excellence (SITE) to recognize agencies and professionals who create engaging, creative, and practical incentive travel programs that drive results. This year’s competition saw strong and creative entries across all categories from around the world. Winners will be announced during the SITE Global Conference in Abu Dhabi in February 2026.

For more information about Creative Group and incentive travel visit <https://www.creativegroupinc.com/>.

For more information about the 2026 SITE Crystal Awards, visit <https://siteglobal.com/site-awards/site-crystal-awards/>

[Image for media use are available here.](#)

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About Creative Group

Creative Group is an award-winning event experience agency that delivers business results by inspiring people to thrive. An industry leader, Creative Group has been honored with numerous Society for Incentive Travel Excellence (SITE) awards and the CMI 25 Awards, which recognize the top 25 most influential meeting and incentive management companies in the U.S. Creative Group was founded in 1970, and continues to serve clients in financial services, life sciences, insurance, manufacturing, retail, technology, automotive, and hospitality. Employing more than 220 people, the company is headquartered in Schaumburg, Illinois, and maintains offices in San Francisco, Appleton, Wisconsin, and Toronto, Canada. For more information about Creative Group, visit www.creativegroupinc.com.

Media Contact:

Tammy VanDenBusch
PR Manager, [Element](#)
tammy@goelement.com