

USMotivation Announces VIVA Virtual Suite of Products

ATLANTA, Ga., Feb. 9 (SEND2PRESS NEWSWIRE) – USMotivation announces VIVA as its latest and most exciting product designed to introduce new levels of innovation, expand reach and increase convenience for the way companies do business. VIVA, or Virtual Interactive Venue Assistant, creates virtual experiences and environments that can stand alone or complement any physical event.

USMotivation is a full-service incentive management company in the business of motivating and inspiring people to do their best. VIVA is a great addition to USMotivation's existing capabilities which include incentive and award strategies, group incentive travel and meeting services, creative communications and business analytics. USMotivation understands that virtual technology is an integral element of today's businesses, and by integrating incentive and recognition techniques with virtual technology, companies will be able to expand their reach to audiences around the world.

"As part of our ongoing effort to provide our clients with the most innovative tools today, we have recognized the need to incorporate virtual technology into everyday business," said Michael Ruege, executive vice president of sales and marketing at USMotivation. "Virtual technology makes it easy to bring people together, share knowledge and achieve success, whether it's a meeting, tradeshow or training event. And, building a 365-day, global environment offers a long-lasting opportunity for networking, learning, continuous in-depth communication and convenience."

For nearly 50 years, USMotivation has helped companies improve the performance of their employees and resellers and develop successful loyalty programs for their customers. By adding VIVA to an already robust suite of products and services, USMotivation is providing leadership with cutting-edge solutions that exceed the needs of clients today, while transitioning them to the business of tomorrow.

In order to bring VIVA to the marketplace and ensure it is run on the most powerful virtual platform available, USMotivation chose to partner with Chicago-based virtual events company InXpo. "Partnering with InXpo is a clear advantage and differentiator for USMotivation," said Ruege.

"Our vision is to empower businesses with simple, easy and powerful virtual technology which makes their organizations more nimble and flexible, while creating virtual experiences that deliver real business results," stated Drew VanVooren, President and co-founder of InXpo. "By combining USMotivation's expertise in motivating and incenting audiences with the power of our virtual events platform, we are providing businesses the ability to connect, engage and educate with their audiences in both physical and virtual environments."

About USMotivation:

Established in 1962 and headquartered in Atlanta, GA, USMotivation is a full-service incentive management company whose core business is designing and implementing strategic incentive solutions to meet the performance improvement needs of clients nationwide. USMotivation currently employs 110 full-time associates and develops fully customized programs to help businesses maximize performance and reach their potential.

USMotivation is the most award-winning incentive company in the industry. USMotivation's clients include Fortune 50 to Fortune 1000, covering all industries from automotive to healthcare to telecommunications. Visit www.usmotivation.com for more information.

About InXpo, Inc.:

InXpo is the leading provider of privately branded virtual events and virtual business environments that connect, engage and educate audiences. InXpo's full suite of solutions includes [Virtual Trade Shows](#), Virtual Career Fairs, and Virtual Corporate Events, as well as [Audio and Video Webcasts](#). These virtual solutions dramatically reduce travel time and related costs, in addition to making the world a greener place to live.

By using our privately branded virtual events, InXpo enables organizations to cost-effectively communicate with their worldwide communities for lead generation, peer-to-peer networking, training, internal and external communications, as well as generate new online revenue opportunities. InXpo has delivered more than 1,000 successful virtual events and experiences for global customers and publishers including AAA, Cisco, Forbes.com, HIMSS, GE Healthcare, PennWell, SAP, TechTarget and Ziff Davis Enterprises. The company is headquartered in Chicago. For more information, visit www.inxpo.com.

News issued by: USMotivation

The logo for USMOTIVATION is displayed in a bold, purple, sans-serif font. The letters are closely spaced, and the word is centered within a white rectangular area that has a thin black border.

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Original Story ID: (5667) :: 2010-02-0209-006

Original Keywords: USMotivation VIVA, Virtual Interactive Venue Assistant, Michael Ruege, incentive management company, incentive and award strategies, group incentive travel and meeting services, creative communications and business analytics, Drew VanVooren, InXpo, Virtual Trade Shows, Virtual Career Fairs USMotivation Atlanta Georgia