



**Jockey Person to Person
Charm Holder and Charms
*Distributor: Symbiotique LLC***

Objective: To create a unique and colorful way to recognize those attending Jockey Person to Person's National Conference and encourage registrants to attend the many educational sessions offered at the Conference.

Jockey Person to Person, a division of Jockey International, Inc., through its Distributor, Denise Schoening of Jockey Person to Person worked with Dion to come up with a unique and colorful way to recognize those attending their National Conference and encouraging registrants to attend the many educational sessions offered at the Conference. Starting in 2008, and continuing in 2009 and 2010, Jockey Person to Person gave each attendee at their National Conference a charm holder with one charm on it. Conference attendees received the remainder of their charms after each session they attended. In addition, one of the charms was designated for Team Leaders and above so that these attendees stood out.

Denise gave the Dion Design Team the theme for the conference, along with the conference logo. Dion then incorporated the logo into the charm holder, and created seven whimsical charms encompassing the "Reach For Your Dreams" theme. Jockey loved the designs so much that they used all of them for the conference. This conference commemorative was very well received by participants and gave them something to take home that they will cherish long after the conference is over.