

Who are the Incentive Federation's members?

The Incentive Federation is the only organization whose membership and leadership includes all the industry's national trade associations, as well as individual industry companies. It is under The Incentive Federation umbrella that the collective interests of the Incentive Marketing Association (IMA), the Promotional Products Association International (PPAI), The Incentive Research Foundation (IRF), and the Society for Incentive Travel Excellence (SITE) are advanced.

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Recent Industry Meetings Viewed Successful By Organizers and Attendees

As reported in the June 2021 IFI Bulletin, both the IMRA Marketing Conference and SITE's Invitational Conference, both held in June, were well attended and successful as reported by the conference planners. The ASI Show in Chicago held July 13-15, was successful as well. Tim Andrews, ASI President, reported "ASI Chicago – first show at McCormick, first non-local show in the industry – went off great. 2,500 distributors. Things are opening up – fingers crossed for vaccinations!"

The IMA Incentive Summit August 9-11 and the Motivation Experience Conference and Expo September 1-2 are next. There are a few smaller ASI trade events being held in August, September and October, and PPAI's North American leadership Conference is slated for October 3-5 and the IRF's Leadership Insights Forum will be held October 11-15.

From the Federation's perspective having the industry's top events and meetings once again being conducted in-person vs virtual is important and productive for the industry's professionals who have waited months to engage and conduct business together.

IRF Releases Study About Destination Choices

Now that the world is opening once again for travel, incentive travel award programs are ramping up. Many travel planners are arranging their programs for 2022 and 2023 with the idea of a world unlocked for travel experiences. The Incentive Research Foundation undertook *The Impact of Destination Choice on Motivation* study to learn how participants feel about incentive travel awards post-pandemic and how destination preferences have changed, if at all. The study also looks at the aspects of how experiences are designed to determine the elements that provide maximum inspiration to earn the award. Finally, the study examines actual bookings and quote requests against participant preferences to determine whether the experiences planners are arranging align with the elements that participants find most motivating.

To see the full study, click [here](#).

PPAI Reports on Legislation That May Pose Challenges For Importers

PPAI, in its July 15, 2021, Newslink reported on legislation that has implications for companies that import merchandise, which includes many companies in the incentive and promotional products industries.

In June, the U.S. Senate lent its support to the U.S. Innovation and Competition Act (USICA), which would support U.S. technological innovation and research to make the country more competitive on the world stage. The bill is now being considered by the House of Representatives. Included within it are provisions of the Country of Origin Labeling Online Act or the “COOL Online Act,” a bill introduced last year that would require prominent labeling of country-of-origin and seller location for all products sold on the internet. Current law only requires country-of-origin information to be included on a product’s external packaging.

The COOL Online Act’s requirements are problematic for importers, including some companies in the promotional products industry, because of practices such as dual sourcing and diversifying supply chains. PPAI is working to learn more about the bill and has joined discussions with staffers from two separate House Energy & Commerce subcommittees, as well as a Ways & Means subcommittee.

The COOL Online Act will also be on the agenda for the upcoming PPAI Product Responsibility Summit Direct-2-You, to be held virtually on August 16-19. [Click here](#) for more information.

Things to Know and Think About

To find other important meetings, trade events and educational offerings in the coming weeks and months, check the Incentive Industry Calendar at www.incentivefederation.org. Provided exclusively by the Incentive Federation, Inc.

Incentive Webinar: How to Plan Incentive Programs in Challenging Times

July 21, 2021, 2 p.m. ET

As organizations take a closer look at their budgets, their incentive programs are one line item that they will want to leave untouched — or, more likely, increase. In this interactive webcast, thought leaders will share their insights about why reward and recognition programs are more important now than ever, and how to make that case to your organization's decision makers.

Participants will learn how to:

- Demonstrate the value of incentive programs to the C-suite
- Expand the impact of an incentive trip — before, during and after
- Design a program that delivers the greatest benefit to attendees

To register, click [here](#).

IMA WEBINAR: GiftNow Showcase: Are You Capitalizing on Gift Cards?

July 22, 2021, 11:00 – 11:30 am CT

The \$160B gift card market remains a significant source of revenue for U.S. retailers and restaurants. But has digital transformation passed gift cards by? As the gift card market shifts to a digital-first mindset, merchants have the opportunity to improve and optimize their gift-card program strategies from a tender/payment-based approach to a customer engagement approach to help increase gift cards sales and redemption.

This webinar will include findings from a new Incisiv’s research study, commissioned by GiftNow, “The Evolution of Gift Cards: From Transactions to Engagement,” and discuss:

- Recent data on gifting trends over the past year and their impact on retailers
- Retailers’ and restaurants’ current physical and digital gift card maturity

- Strategic recommendations retailers and restaurants can take to capitalize on digital gift card growth opportunities.

Click [here](#) for more information.

Robin Report and Other News

Some of you are familiar with the **Robin Report**, a newsletter that includes a lot of articles related to retail, brands, and consumer behavior. Given the relationship between retail and special markets, you may find the articles below thought provoking or at least interesting.

Luxury Brands Try On Blockchain

Uncontainable: The Great Supply Chain Meltdown

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If you have questions, advice for the Board, or want to raise issues for the Board to think about, please contact Steve Slagle, IFI Managing Director, at steves3309@gmail.com or 864-710-6739.