

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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Industry Meetings Viewed Successful By Organizers and Attendees

Two recent incentive industry meetings were finally held with attendees gathering face-to-face to discuss challenges and opportunities. Both the Incentive Manufacturers and Representatives Alliance's Marketing Conference held in St. Louis, Mo June 13-15 and the Incentive Research Foundation's Invitational held in Marco Island, FL held June 2-5 demonstrated that industry professionals were eager to re-connect, network, and reestablish relationships with peers and customers. Both meetings were canceled in 2020, and they represent the first of several promotional and incentive industry events to have live in-person events in the coming months of 2021.

Stephanie Harris, President of the IRF said with relief that their Invitational was sold out this year with 500 attendees and that their Silent Auction exceeded all expectations. The Invitational, the IRF's largest event, offered attendees a robust set of educational, social and networking activities.

The IMRA conference attracted more than 70 manufacturers and reps as well as media and trade show managers. The numbers were a bit less than previous conferences, but the enthusiasm was high as the attendees held sales meetings and attended forums to discuss challenges facing the industry. At IMRA's Town Hall meeting attendees discussed the ongoing supply chain challenges and the scarcity of inventories of merchandise due to a series of issues ranging from shipping delays, shortages of employees in manufacturing companies and even a lack of enough truck drivers to distribute products across the country.

Next up is the ASI Show in Chicago July 13-15, the IMA Incentive Summit August 9-11 and Motivation Experience September 1-2. 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 Hosts Incentive Professional Roundtables, Releases Findings in *Buyer Decision Drivers*

The Incentive Research Foundation, in May released [Buyer Decision Drivers](#), a new white paper that explores incentive buyer confidence and concerns as incentive travel programs return. In April, the IRF in conjunction with [The Palm Beaches](#) gathered a

group of corporate incentive program owners and third-party incentive house executives from across the country who met in person in Palm Beach, Florida. The group had a candid discussion of the factors that are driving buyer decisions to move forward with group incentive travel programs.

To see the complete report, click [here](#).

Incentive Travel Programs Are Firmly on the Road to Recovery, Northstar Meetings Groups' Incentive Q2 PULSE Survey Reveals

Northstar Meetings Group's latest Incentive PULSE Survey points to the continued recovery of incentive travel. The second-quarter study of 155 incentive organizers, conducted online from April 27-May 7, 2021, reveals that all but 4 percent of planners polled are either rescheduling, researching, sourcing, or booking programs now. For the most part, respondents are planning their next trips for the second half of this year (48 percent) or in 2022 (38 percent).

To read the full report, click [here](#).

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.

IMA Podcast: Motivation Insiders

Everyone wants high performing teams and loyal customers, but how do we know what motivators will drive performance and engagement? **Motivation Insiders** is a podcast that brings together incentive industry and behavioral science experts to share their insider knowledge.

Created by the **Incentive & Engagement Solution Providers (IESP)** in collaboration with host Tim Houlihan, the founder and chief behavioral strategist of Behavior Alchemy, each episode features experts who discuss different aspects of behavioral science and how you can use them to improve your incentive and recognition programs.

Look out for episode 1, "**4 Fantastic Hacks to Improve the Design of Incentive Program Rules**" available to members.

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

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.

[The Direct-to-Consumer Model Is no Retail Panacea](#)

[New Omnichannel Opportunity from Covid-Complicated Fulfillment](#)

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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.