

IFI Bulletin

January 2020 [www.incentivefederation.org](http://www.incentivefederation.org)

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| **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), the Recognition Professionals International (RPI) and Society for Incentive Travel Excellence (SITE) are advanced.** |
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| **Research Perspective**  **U.S. businesses using non-cash rewards**  **1996 – 26%**  **2016 – 84%**  **$$ Spent in Incentive Marketplace** |

1996 - $27 billion

2016 - $90 billion

**Driving increased revenue for your brand, your vendor, your business - Understanding the benefits of automation of incentives.**

The following article was published by Axiz, an African company focused on information and technology, and it is provided here with Axiz’ permission.

The importance of incentives in helping to increase sales should not be underestimated, as demonstrated by how the incentives in Microsoft’s CSP programme drive uniquely different behaviour.

One of the most tried and tested methods for driving a more positive sales outcome from an organisation is to offer some form of incentive to people to take the ‘action’ the company requires. In the channel, this has become one way to differentiate oneself from the competition, since offering something in return for the sale puts your business in a better position than the company that does not.

In fact, adds Traci Maynard, Microsoft Executive at Axiz, research firm Forrester has demonstrated that the automation of incentives helps to remove the ‘friction’ in the partner’s sales process and to streamline the lead to revenue processes.

“If one looks at the 2017 study from the Incentive Federation, which measured the expenditure of US businesses using non-cash rewards for employees, customers and partners, overall incidences of channel reward programmes increased by 57% in just three years. With figures like this, it makes me curious as to exactly what a version of this study would look like for the South African channel,” she says.

“The study summarised that ‘award points, gifts cards, incentive travel and merchandise’ are the most commonly used tools for firms seeking to provide reward and recognition to employees, sales teams, channel partners and customers.”

Maynard points out, however, that digital transformation is changing vendors’ approaches to such inducements. She explains they all inevitably want to see a return on their investment in terms of a particular incentive – for example, a certain amount of sales were made prior to the incentive, while following it, sales doubled or tripled. The difficulty is that while this is easy in a physical world with physical goods, how are such incentive schemes measured in the world of the cloud?

To read the full article please click [**here**](https://www.itweb.co.za/content/mYZRXM9PVnQ7OgA8).

**RPI's Webinar: What Can Higher Education Teach Your Company About Recognition?**

**When: January 23, 2020, 1:00 pm EST**

Learn from three colleges how to build, promote, and measure a recognition program – and how to navigate the challenges along the way! They will share their expertise on the Recognition “lifecycle” – from building a program in-house, to including a diverse workforce, measuring impact, and evaluating results. For-profit companies and higher education professionals will find helpful information, best practices, and creative solutions in this upbeat panel discussion.

* Increase participants’ awareness of ways to initiate a recognition program.
* Enhance understanding of including a diverse workforce.
* Illustrate ways that data analytics can reinforce program goals and create new outcomes.
* Discover ways to evaluate program success and initiate changes.

Cost:

Free for RPI Practitioners  
$20 for Subscriber Members  
$25 for RPI Basic Members  
$30 for non-members

**Facilitators:** Brenda Naegel, Yale University, Iryna Leonova, CRP, University of Calgary, and Cori A. Champagne, Massachusetts Institute of Technology

To register click [**here.**](https://www.recognition.org/events/unable_to_register.asp?id=1311410)

**IMA Webinar: What Makes or Breaks a Successful Customer Experience on Your Website?**

**When:** **Friday, January 31, 2020, 11:00 am - 12:00 pm CST**

How do you evaluate your website's current performance?  Is it meeting the expectations of your prospects? Is it easy for customers to find what they’re looking for? Although we are all in the incentive and recognition business, we are all first in the sales business—and your website is your first salesperson. By the time you encounter a customer for a conversation, presentation or purchase, they are already 65% through the buying process, making it more important than ever to understand what makes or breaks a successful customer experience. Please join us as subject matter expert David Fox answers these questions and more through his work with clients and research with Google.  
  
 As a Google’s Web Almanac organizer, Google Chrome contributor, speaker, and provider of webinars and UX training, David excels in explaining tech in non-tech speak. You will leave this session with a better understanding of the do’s and don’ts of website musts, but also of pitfalls. You will be better equipped to uncover site gaps and various techniques to make your phone ring.  
  
**Presenter:** David Fox, Google Chrome  
**Moderator:** Brant Dolan, CPIM, Quality Incentive Company

This webinar is free and for IMA members only. Registration closes Thursday, January 30.

To register click [**here**](https://register.gotowebinar.com/register/3137246827212283147).

**Incentive Magazine Webinar: How to Measure Your Incentive Program’s ROI**

**When: Wednesday, February 5, 2020, 2:00 pm EST**

Fewer than half of professionals measure the return on investment of their incentive programs. The majority who don’t are missing out on a golden opportunity to demonstrate the effect these programs can have on a company’s bottom line. Incentive pros measure success by ROI will share tips and best practices for gathering and using this valuable data.

**Moderator: Lisa A. Grimaldi, Editor, Incentives and Destinations, Northstar Meetings Group**

**Speakers:**

## Tina Gunn Weede, CITP, CIS, CRP

Tina Weede is the president, CEO of [Peerless Performance](https://www.peerlessperformance.net/) and currently serves as the vice president of research and content and on the board of trustees for the Site Foundation. She is a past president of [Recognition Professionals International](https://www.recognition.org/). This year, she will be working with the [SITE Foundation](https://www.siteglobal.com/foundation) and [The ROI Institute](https://roiinstitute.net/) to publish a book on ROI measurement for incentives, recognition and engagement initiatives. This book will share a solid methodology, proven case studies, and demonstrate the importance of both quantitative and qualitative measurements.

**Jennifer Glynn, CIS, CIT**

Jennifer Glynn is managing partner with site-selection firm [Meeting Encore](https://www.meetingencore.com/) and its full-service planning arm, [Intuitive Conferences + Events](https://www.intuitivece.com/). She currently serves as president of [SITE.](https://www.siteglobal.com/)

To register, click [**here.**](https://event.webcasts.com/starthere.jsp?ei=1270857&tp_key=0e2189c7ec)

**Upcoming Industry Events**

**January 2020**

**24-27 – SITE 2020 Global Conference, Vancouver, CN**

**February 2020**

**3-5 – ASI Show, Ft. Worth, TX**

**March 2020**

**26-29 – SITE Incentive Summit Europe, Davos, CH**

**April 2020**

**2-5 – SITE Incentive Summit Americas, Beaver Creek, CO**

**19-21 – Northstar’s Incentive Live, Tucson, AZ**

**26-28 – IMRA Marketing Conference, Clearwater, FL**

**May 2020**

**6-7 – PPAI’s Legislative Education and Action Day, Washington, D.C.**

**19-21 – RPI’s Experience Conference, Chicago, IL**

**27-31 – IRF’s Annual Education Invitational, Dominican Republic**

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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 at [steves3309@gmail.com](mailto:steves3309@gmail.com) or 864-710-6739.