

April 2020

www.incentivefederation.org

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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Small Business and Other Relief in the CARES Act of 2020

The recently enacted Coronavirus Aid, Relief, and Economic Security Act ("CARES Act") of 2020 is an omnibus law aimed at providing relief to big businesses, small businesses, households, the unemployed, mortgage holders, and those with student loans, among others. It is a \$2 trillion (and possibly up to \$6 trillion) bazooka that Congress has aimed at the economic emergency brought about by COVID-19.

IFI's Legal counsel, George Delta, has written a detailed summary of the CARES Act that focuses on financial relief to businesses and individuals affected by the COVID-19. The CARES Act is a complicated and often overwhelming piece of legislation that is 880 pages long that will make fundamental changes to the U.S. economy. Delta's [Washington Update](#) is not intended to be exhaustive; it attempts to summarize the most important provisions of the Act to provide a road map for those trying to understand what the CARES Act contains and how it may help them.

This report may also help sort out some of the confusing information we all are seeing in the news. We're all aware of the tremendous impact the COVID-19 pandemic is having on the broad promotional industry and the millions of customers this industry serves. We'll try to keep up with any breaking news that may be helpful to you as you meet the challenges of managing your businesses and maintaining employment.

IRF Webinar: Rewards & Recognition: Using Your Program to Engage Remote Teams

The Incentive Research Foundation held a timely and current webinar on March 31, 2020, giving guidance on how organizations can work effectively with remote workforces.

As COVID-19 forces many workers to work remotely, many organizations are wondering how to help facilitate the shift and keep workers productive and engaged. In this webinar you'll hear from experts in program design and management on how to maximize the effectiveness of your current reward and recognition programs during this transition. The IRF's Chief Academic Officer will also share study findings on ways to motivate virtual workers.

To access this webinar, click the link [here](#).

The IRF 2020 Top Performer Study: What Top Performing Companies Do Differently in Incentives and Rewards

The IRF's signature study *The 2020 Top Performer Study* shows that the most successful companies have increased their support for incentive programs on numerous levels since the previous study was conducted approximately a year earlier. While companies identified as 'Top Performers' show an increased advantage in their engagement with incentive programs, 'Comparator' companies have increased their involvement with their corporate incentive programs, at least in some areas.

To read more and find more results, click [here](#).

Incentive Magazine Reports 2020 Top Gift Card Trends

According to *Incentive* magazine's recent online poll of industry professionals, gift cards are highly prized rewards not just for winners, but for incentive and motivation professionals, too.

More than 75 percent of the 146 industry professionals who responded to the poll rated them as effective or extremely effective perks. Other key survey findings can be found [here](#).

Incentive Industry Calendar Launched as Service

The Federation is attempting to keep track of the many changes to the meetings, conferences and events that our industry professionals typically attend due to the COVID-19 pandemic. To that end, as mentioned in a previous IFI Bulletin, we have launched an Incentive Industry Calendar that hopefully captures and details many industry events throughout this year and into next year. We are wanting this calendar to include as many of the meetings and events that our members believe are important to their success, including industry events that organized by many different organizations and companies.

We welcome your suggestions, urge you to let us know if and when you are aware of any changes to the events included in the calendar, and encourage you to recommend events we may have overlooked. We to have this calendar, which can be updated daily as needed, and several sub-versions of it, on the Incentive Federation website at www.incentivefederation.org. For now though, we invite you to click [The Incentive Industry Calendar](#) to access the calendar and note what events and meetings have been postponed or cancelled and which ones are still scheduled, at least in the short term. Remember to bookmark and check the calendar regularly to discover any changes.

Upcoming Webinars

NorthStar Webinar: You Don't Have to Cancel, JUST GO VIRTUAL

April 8, 2020 2:00 PM – 3:00 PM EDT

For registration, click [here](#).

RPI Webinar: Why Most Employee Recognition Programs Don't Work (and What to Do About It)

April 23, 2020 1:00 PM – 2:00 PM

For registration, click [here](#).

Please Re-new Your IFI Membership Today!

Thanks to all the IFI members who have sent their 2020 renewal membership payments! We appreciate your promptness.

If you haven't renewed your 2020 Incentive Federation membership yet, please do so today. Misplaced your 2020 pledge invoice emailed to you in January or want to upgrade your membership to a new level? Contact Steve Slagle at steves3309@gmail.com or call 864-710-6739.

2020 IFI Board of Directors

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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 or 864-710-6739.