



IFI Bulletin

May 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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Company Personnel Changes During Difficult Times for the Broad Promotional Industry

We've learned of several individuals with IFI member companies and organizations who have been furloughed, laid off or had their positions eliminated during the past few weeks. We also know that sales have diminished or just outright disappeared for some companies. We can only hope that sales will come back and that positions will be reinstated when we finally get past the repercussions of the pandemic.

The IFI has not terminated any company or organizational memberships if dues cannot be paid until later, and the key representatives from those members remain on our email and mailing lists.

For now, we hope everyone can remain positive, remain safe, stay healthy and focus on re-building the industry in the coming months.

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. The Incentive Industry Calendar 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 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 the many events and meetings that have been postponed, cancelled and re-scheduled 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

IRF Webinar: Metrics of Success for Incentive and Reward Programs

The Incentive Research Foundation will hold its next webinar to examine how businesses are measuring, reporting, and defending the benefits of incentive programs. Stephanie Harris, IRF President, and Rick Garlick, IRF Chief Research Advisor, will discuss how, even before the global pandemic, the industry was starting to place more focus on hard metrics showing return on investment. They will also discuss why it's critical to present your program as a driver of performance and revenue by using a strong combination of hard and soft metrics.

May 21, 2020 2:00 – 2:45 PM ET To register, click [here](#).

RPI Webinar: How To Make Positive Changes to Your Recognition Programs

Too often leaders and program owners wipe their hands as if everything is done once their recognition programs are designed and launched. Through regular reviews, feedback, focus groups and surveys, your recognition programs will always require ongoing changes, modifications, and even total restructuring.

Learn how to adjust your programs to new business strategies and organizational culture shifts. Enlist executive sponsors to bring recognition to the senior leader level to help drive organizational business strategies. Gain a continuous improvement mindset so recognition is a positive experience for employees and a powerful tool for achieving corporate results and great ROI.

Facilitator Roy Saunderon is the author of Practicing Recognition. He is also a recognition strategist and Chief Learning Officer at Rideau Inc. Roy provides consulting, learning, and thought-leadership services, focused on helping leaders and managers give real recognition the right way. He can be reached at RoySaunderon@Rideau.com and followed on Twitter and at his AuthenticRecognition.com blog.

May 27, 2020 1:00 PM – 2:00 PM ET For registration, click [here](#).

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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.