

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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2021 IFI Board and Officers Elected

In November, the IFI membership elected the IFI Board of Directors to one-year terms for 2021. In December, the IFI Board elected its officers, also to one-year terms, for 2021. The 2021 Board and Officers are:

Paul Bellantone, CAE, President/CEO, Promotional Products Association International, **Second Vice Chair - Associations**
Richard Blabolil, CPIM, President, Marketing Innovators International, Director

George Delta, Esq., Executive Director and Counsel

Michael Donnelly, CPIM, President, Hinda Incentives, **Chair and Vice Chair - Corporations**

Brian Galonek, CPIM, President, All Star Incentive Marketing, Secretary

Theresa Harkins-Schulz, SPHR, CCP, CRP, Senior Vice President - Customer Experience, Inspirus/Sodexo Benefits and Rewards Services, Director

Stephanie Harris, President, Incentive Research Foundation, **First Vice Chair - Associations**

Richard L. Low, CPIM, Managing Partner, RLL Advisory Services, Director

Sean Roark, CPIM, Executive Vice President, IncentPros, Inc., Treasurer

Sue Voyles, Company Founder and President of Logos Communications, Inc., Director

Karen Wesloh, CAE, CMP, Executive Director, Incentive Marketing Association, **Third Vice Chair – Associations**

A Chief Executive for the Society for Incentive Travel Excellence has not been named yet following the decision of Didier Scaillet to step down from that role earlier in 2020. When a successor is named that individual will be eligible to serve as the Fourth Vice Chair – Associations. Scaillet was in line to be the Board Chair in 2020 and with his absence, Mike Donnelly, CPIM, was elected to serve as Board Chair as provided by the Bylaws.

Incentive Travel Industry Research Present Optimistic Outlook for 2021

The newly released [2020 Incentive Travel Industry Index \(ITII\)](#) survey found that two-thirds of incentive travel buyers and suppliers expect incentive travel to recover within one to two years, once post-COVID conditions have been reached. Post-COVID conditions were defined as those in which travel can occur safe from COVID, such as with widely available vaccine(s) or disease containment. The study was a joint initiative of the Incentive

Research Foundation, the Society for Incentive Travel Excellence Foundation, and the Financial & Insurance Conference Professionals.

“While our industry has witnessed widespread impact due to the pandemic, those professionals have responded not only with structural changes to incentives such as program delays and implementing alternative rewards, but also new investment,” said Incentive Research Foundation (IRF) President **Stephanie Harris**. “The industry has built important capabilities to position it for future success, such as improved digital marketing and a renewed focus on the motivational power of travel rewards. This shows the continued commitment to and high perceived value of incentive travel.”

The desire to travel is the greatest positive factor expected to influence the recovery, with 64% citing greater appreciation for travel after being restricted from doing so. Most senior-management stakeholders (83%) who sponsor incentive travel remain committed to incentive travel, although many buyers expect incentive travel will need to fundamentally change to reduce risks. Key impediments to this recovery include company risk aversion to travel and qualifier reluctance to travel post COVID-19.

To review the complete report please click [here](#).

IRF Webinar Features Industry Experts Addressing How Incentives Help Accelerate Recovery

Motivated employees and channel partners drive more revenue and better performance across an organization. As companies work to recover from the impact of 2020, a well-designed incentive program can help shift the recovery curve. From rules structures to rewards selection, our experts will share research findings from two new IRF studies: *Reward Preferences* and *Incentive Program Design for Crisis Recovery*.

To access the webinar recording, please click [here](#).

Things to Know and Think About

IRF’s Industry Outlook for 2021: Merchandise, Gift Card and Event Giving – Being released this month.

O.C. Tanner Institute’s 2021 Global Culture Report.

This year’s report looks at the impact that crises, technology, recognition, inclusion, leadership, and a new generation of workers will have on cultures. To download and read, click [here](#).

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.

Amazon’s Superpower

Read [here](#).

Establishing Credibility with Next-Gen Consumers

Read [here](#).

Gift Yourself

Read [here](#). This article reminds me a little of the research project conducted by Hinda Incentives in 2018 titled The Reward Delivery Experience Study. To download click [here](#).

The Federation in 2021

As we end a year that has been incredibly momentous and incredibly challenging, we want to wish everyone joyful holidays ahead and hopefully a productive, rewarding and much better New Year. We will need the support of your companies and organizations next year, and we also need to recover some members who necessarily were unable to renew their memberships in 2020. We'll be asking for each of you to recommend companies that you believe could and should be IFI members going forward. Hopefully, you will join us in recruiting others to join our ranks and support the Federation's endeavors. May we see and experience better times ahead. Thank you for your support of the Federation.

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.