

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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IFI Board to Consider Proposal for Conducting Marketplace Estimate Research Study on February 24

On February 24, 2022, the IFI Board will review and discuss a proposal to conduct a Marketplace Estimate Study in 2022. The most recent study was completed in 2016 and measured the spend on non-cash incentives at **\$90 billion with 84 percent** of businesses using some form of non-cash incentives, recognition, travel, or rewards.

A smack group of IFI Board members has recently met to review the 2016 study's survey and final report. The committee, comprised of Board members, Mike Donnelly, Karen Wesloh, Brian Galonek, Sean Roark and Rick Blabolil were asked to assist in scoping the research project by reviewing the survey questions for the 2016 study and make recommendations to revise, add or delete questions based on current market and industry challenges and opportunities. The committee also reviewed the proposed sampling methods and made recommendations to ensure a representative sample of corporate buyers who have the authority and knowledge to manage the budgets for incentive, recognition, and rewards for their companies.

The "scoping" committee will meet again by conference call on February 21 to finalize its report and any recommendations to present to the full IFI Board on February 24. The committee wants to ensure consistency with the 2016 research study so that comparisons can be made to measure growth, and changes or alterations to the responses from business six years ago.

The 2016 Marketplace Estimate Study focused on the use of non-cash incentives in sales programs, channel programs, employee programs and customer programs and the use of award points, gift cards, trips and travel and merchandise across those types of programs with the businesses surveyed.

Those elements have been used in previous studies to ensure comparisons to previous studies that help measure changes, incidence, and growth more accurately.

For some perspective, following is information from previous Federation marketplace studies, although there have been differences in methodology and what sectors of the industry were included in the various studies:

1996 – 26% of businesses used some form of non-cash incentive

2000 – 32% of businesses used some form of non-cash incentive for a total spend of **\$26.9B**

2003 and 2005 - % usage of and \$\$ spend not reported

2007 - 34% of businesses used some form of non-cash incentive for a total spend of **\$46.1B**

2013 - 74% of businesses used some form of non-cash incentive for a total spend of **\$76.9B**

2016 - 84% of businesses used some form of non-cash incentive for a total spend of **\$90B**

The 2016 Marketplace Estimate Study can be reviewed by clicking [here](#).

The IRF Releases Study on Academic Research in Action: Social Reinforcement and Peer Recognition Networks

In February, the IRF discusses [**Social Reinforcement and Peer Recognition Networks**](#). Behavior changes and the sharing of important information and ideas depends on organizational social networks – especially now when a much greater percentage of the workforce is working remotely. Peer recognition networks can be ideal vehicles to promote the spread of complex ideas and positive behavior change.

Key insights reported this month include:

- Credibility of a new technology, idea, or innovation often depends on adoption by close peers as this provides “social reinforcement.”
- The more complex an idea or adaptation, the greater the uncertainty and the more “social proof” a person needs to adopt and spread it.
- Well-managed peer recognition networks – which connect people through appreciation, and therefore trust – lay the foundation for social proof and reinforcement.
- Leaders should use peer recognition networks to align the things peers recognize and reward each other for with desired behavior change, technology adoption, or consideration of new ideas.

Read the full text and watch the video here: [**Social Reinforcement and Peer Recognition Networks**](#)

The IRF 2022 Trends Report Was Released in Late January

As we enter 2022, Covid-19 and uncertainty continue to impact every aspect of incentives. Adaptation, flexibility, and communication will continue to be key as companies weigh their options about bringing employees together, whether it's opening the office or travelling on an incentive trip. Incentive professionals are called to motivate a changing workforce while corporate goals also continue to change. For the near future, a remote and hybrid workforce is here to stay. A [Mercer survey](#) last May found that 83% of employers will continue to provide flexibility at greater scale post pandemic.

Given the importance of recruitment, retention, and engagement, incentive programs will be more important than ever. Dramatic hiring shifts are driving companies to examine how to be even more competitive in the job market, and a robust incentive program is an important part of a company's full benefits package. According to the IRF's *Industry Outlook for 2022*, overall incentive budgets are expected to increase by 34% in 2022, with the per-person spend increasing to \$806 from \$764 the prior year – although these budgets will need to accommodate price increases resulting from workforce, inventory, and supply chain challenges.

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

To listen to the **2022 Trends Webinar** on March 1, 2022, at 1:00 pm EST, 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.

To register click [here](#).

RPI Webinar: High Performing Team Culture – The Keys to Retaining Your Top Talent –

February 24, 2022, Noon – 1:00 pm EST.

Join us for this an interactive webinar in which presenter Andrew Bishop, General Manager, RecogNation will:

Cover the fundamentals to building a high performing team culture

- Give insights on what it takes to survive the employment journey
- Highlight the greatest influence on an employee's productivity, success, and engagement at work
- Discuss the challenges leaders are facing today
- Provide some best practice tips and suggestions for how to get started

To register click [here](#).

Robin Report and Other Publication News

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.

[Maybe It's Not Inflation, but an Economic Recalibration](#)

[It's 2022, Is the Supply Chain Fixed Yet?](#)

[The Supply Chain Remains Broken in '22](#)

The Federation in 2022

Please watch for a pledge invoice coming your way this month to renew your membership for 2022. As noted earlier in this Bulletin we have a research initiative to undertake this year, and we'll need your support more than ever. If you have ideas or opinions about what the IFI should be focused on, please email our Chair Mike Donnelly at mdonnelly@hinda.com or Steve Slagle at steves3309@gmail.com.

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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.