

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 Approves Proposal for Conducting Marketplace Estimate Research Study

On February 24, 2022, the IFI Board reviewed 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.

The Board approved Richard Garlick and Associates Consulting and Market Research Services, LLC as the firm to conduct the latest study. Garlick is a special research advisor to the Incentive Research Foundation and has helped conduct numerous IRF studies on various aspects of the incentive industry.

A small group of IFI Board members, termed the Research Scoping Committee, met three times 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's last meeting was held on March 14, 2022, with Rick Garlick who helped clarify the definitions of terms used in the survey and to describe the sampling and survey approach planned by Garlick to undertake the study.

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.

Garlick's firm will focus on maintaining consistency in survey questions to ensure accurate comparisons to earlier studies and will introduce a few new techniques to make the new study contemporary with the changes the industry has experienced during the past 7 years.

After creating a proposed survey draft and gaining approval from IFI within the next two weeks, Garlick's company will program and field the study for approximately three weeks. A final report will be prepared and presented approximately two weeks after the data is collected, with a proposed completion in May 2022.

Results will be shared with the IFI membership before a final white paper is released to the business community and media.

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.

IGCC Mini Conference – March 23, 2022 – 9:30 am – 2:15 pm CDT

The IGCC Mini Conference is a virtual event focused on connecting professionals within the gift card industry. With education sessions, networking and small group discussions, you'll come away with tools, tips and connections to advance your incentive gift card programs! Use **#IGCCminicon** to connect with us on social media.

The IGCC Mini Conference offers numerous education sessions led by industry experts. Learn skills, practical techniques, and resources to ensure your programs' success.

To register click [here](#).

CRMC Webinar Series 2022: Using First Party Data to Enhance Customer Experience Within Your Loyalty Program & Beyond – March 23, 2022 – 1:00 pm EDT

In an effort to fight through market saturation, brands are continuously exploring ways to enhance customer experiences and drive loyalty expansion.

In this webinar, you'll hear from experts at **Amperity** and **Tapestry** on how first party data helps to uncover customer insights, enhance personalization, and ultimately drive deeper engagement amongst a customer base.

To register click [here](#).

NorthStar Webinar: Incentive Trends in 2022 and Beyond – March 30, 2022 - 2:00 pm EDT

As we head into Q2, there's good news for incentive programs: Travel rewards are on the upswing and budgets are increasing. At the same time, incentive planners face some considerable challenges such as motivating a dispersed workforce, rising costs and supply-chain disruptions. Our panel of experts will discuss how these and other conditions are impacting programs now being sourced and planned. Other trends to be addressed include gifts and points-based rewards, and why personalization is more important than ever. Participants will be encouraged to ask questions or add to the discussion.

To register, click [here](#).

IMRA Marketing Conference – May 1-3, 2022 – Clearwater Beach, FL

The IMRA Marketing Conference is a three-day event focused on connecting manufacturers and representatives in the incentive industry. With a schedule full of networking events, company sales meetings and more, you will discover strategic tools & tips to advance your programs.

To register, click [here](#).

WorldatWork Conference and Exhibition – May 23-25, 2022 – Atlanta, GA

The world of work has changed and so has our conference. A new name and a new perspective on rewards and all that drives success in your human capital strategies. Harnessing the power of human capital is at the core of what every HR and Total Rewards professional does. However, the evidence is

clear, unlocking human potential is a team effort, requiring an “all-in” ownership for human capital strategy and all stakeholders coming together to drive execution – the HR team, executives, people leaders and talent. We'll explore how to interlock human capital strategies with cross-functional partners to attract, develop and retain talent to drive organizational success. You'll network with peers, meet solutions providers, learn about innovative practices and hone your technical and soft skills in an engaging and supportive environment.

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.

[Amazon Fiddles Around While Losing on the Ground](#)

[Separate Is Not Equal](#)

The Federation in 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.