

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.

In This Issue

IFI 2022 Marketplace Estimate Study
Things To Know and Think About

2022 Marketplace Estimate Research Study Underway

Richard Garlick and Associates Consulting and Market Research Services, LLC has begun fielding the latest research survey following field testing and a final review by the IFI Board of Directors in early April. 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. All IFI Board members were given the opportunity to test the survey in advance of the launch.

Early reports from Garlick's firm indicate that we are getting the respondent characteristics that are needed to fulfill the sampling targets. The 2022 study is exploring the use of non-cash incentives in sales programs, channel programs, employee programs and customer loyalty programs and the use of award points, gift cards, trips and travel, merchandise, and experiential awards 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, with experiential awards being added this year.

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

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 which is scheduled in early June.

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.

The IRF Releases Academic Research in Action: Loss Aversion and Incentive Design in April

This study focuses on the work of economist John A. List, and his book *The Voltage Effect*. List advises that in designing your incentives, remember that most people dislike losing something they have approximately twice as much as they enjoy gaining something they do not. Behavioral economists call this **loss aversion**. With this in mind, incentive and reward designers might consider encouraging behaviors or goal-achievement by granting rewards *before* the hoped-for behavior/goal rather than after, on threat of revoking the reward should the behavior not materialize, or the goal not be achieved.

This counterintuitive approach works in List's and many others' experiments, because in addition to loss aversion, it taps the **endowment effect**. Behavioral economists have learned that once a person owns a thing – even something trivial like a coffee mug – they place greater value on it than its market worth. It also links with **Prospect Theory**, the phenomena in which most people avoid risks with a potential upside but accept risks when hoping to avoid an equivalent loss.

List and his collaborators have found that in field experiments where workers have several months to achieve a goal, those promised a reward at the end for doing so do not perform as well as others who receive the reward upfront, knowing they must give it back if they do not meet their goal.

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

SMM Webinar: The Psychology of Points Rewards Systems – April 26, 2:00 – 3:00 PM EST

During this Sales and Marketing webinar, Allan Schweyer, the Incentive Research Foundation's Chief Academic Advisor and Richelle Suver, Vice President, Strategic Marketing, One10, will present highlights and insights from the IRF's new study, The Psychology of Points. Allan will discuss how participating in points programs increases employee engagement, intrinsic motivation, and identification with the organization. He will relate his findings to current workplace conditions and to foundational theories of human motivation to provide practical guidance on how to design and implement a successful points program.

To register click [here](#).

IMA/RPI WEBINAR: What's Recognition Got to Do with the "Great Resignation"? - APRIL 28, 11:00 AM - 12:00 PM CDT

The pandemic created the perfect storm for employees to consider what is really important to them. This has led to many factors that have caused the "Great Resignation." The availability of flexible work arrangements, poor employee supports, toxic work cultures, and a lack of connectedness, have all contributed to the mass exodus of 4.4 million Americans quitting their jobs in September 2021. Can employee recognition practices and recognition programs help solve this problem?

Presenter Roy Saunderson, CRP, MA, Chief Learning Officer, Engage2Excel, will share insights from research studies to understand the causes for so many resignations. We will also look at the impact meaningful and effective recognition has had in influencing the "Big Quit."

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.

[SXSW Rises Again](#)

[Sustainable Inventory Strategies](#)

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.