

## 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 Seeks Sponsors As 2022 Marketplace Estimate Research Study Report Nears Release

IFI Board Chairman Mike Donnelly recently provided IFI members with the following update on the progress on our IFI 2022 Incentive Industry Marketplace Study.

“Richard Garlick and Associates Consulting and Market Research Services, LLC is now completing its work on the white paper report describing the results of the study completed in May.

- Study is out of the field, with data looking very good. We got our 1,000 completes and they are spread nicely over various size companies, so we have enough to responsibly project to the entire marketplace.
- The data has been analyzed and a total industry spend calculated.
- We should have a total marketplace spend estimate and the spend for each category by the middle of June.
- All deliverables should be completed in draft form by the end of June/first of July (e.g., white paper, presentation deck, infographic)
- Everything should be ready for release (to creative) in early July.
- Publishing will begin in July, with a release schedule (based on sponsorships) to be released the first of July.

To be able to (partially) fund the costs of the study, we are looking for contributions from our IFI membership and the industry, through solicited sponsorships. We are pleased to report that we have already received commitments from the following companies who wish to sponsor this important research study and have received positive feedback from several others.”

### Major Association Sponsors

**Incentive Research Foundation**

### Major Corporate Sponsors

**E2E Group  
Hinda Incentives  
Inspirus/Sodexo Benefits and Rewards Services, USA**

### Contributing Sponsor

**Seiko Watch of America LLC**

Sponsors will be listed in the study release. We have developed four sponsorship levels to include industry organizations, member companies, and individual members. The four sponsorship levels are:

- Major Association Sponsors \$5,000
- Major Corporate Sponsors \$2,500
- Contributing Sponsors \$1,000
- Contributors \$ 500

To accommodate budgeting purposes, payments can be made during the sponsorship funding payment period: 7/2022 to 2/2023. So, if you don't have any budget remaining for 2022, please commit to a sponsorship level now and you can submit payment next year by 2/23.

Specific benefits to sponsors will include an advance release of the findings before the wider release to the industry.

**Please review the referenced sponsorship deck below and make your sponsorship commitments to us by June 30, 2022.**

For details about the sponsorship levels and benefits please click [here](#).

The 2022 study explores 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 in companies reporting more than \$1 million in annual revenues. Those same 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 to reflect the growth in use of those awards.

The final report will be prepared and presented to the IFI Board before results are more widely released.

### ***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](http://www.incentivefederation.org). Provided exclusively by the Incentive Federation, Inc.

### **New IRF Report Examines Role of Incentive Programs in Attracting and Retaining Talent in Today's Remote Workforce**

The Incentive Research Foundation is pleased to announce the release of [The Role of Incentives in Today's Decentralized Workforce: Attract, Retain & Build Culture](#). Given one of the most challenging labor markets in history, this report explores the use of incentives as a business strategy to help organizations attract, retain, and build culture across in-office and remote workers.

"Incentives have an important role to play motivating direct and indirect employees in the era of the Great Resignation, remote work, and labor shortages," commented Stephanie Harris, IRF President. "The workforce has fundamentally changed, and incentive program design needs to be adapted to align with these new workforce realities."

The IRF conducted a survey of 1,000 employees and managers to learn preferences about remote and hybrid work, reward and recognition methods, and employee motivation. *The Role of Incentives in Today's Decentralized Workforce* reports on employee expectations, manager mindset, and how good recognition and incentive program design can enhance employee engagement.

Key findings and insights reported in of *The Role of Incentives in Today's Decentralized Workforce* include:

- **Strong preference for remote work:** 82% of employees and 84% of managers prefer either more or the same amount of time working remotely than they are currently given.

- **Challenges of remote work:** Most managers and employees reported concerns about isolation, communication barriers, and reduced exchange of ideas and information.
- **Managers matter:** One-to-one appreciation from a direct manager is the most motivating form of recognition according to our respondents.
- **Peer-to-Peer Programs:** Praise on a peer-to-peer recognition platform can enhance engagement and address isolation.
- **Intangible reward preferences:** Employees want interesting work, growth opportunities and autonomy.
- **Tangible reward preferences:** Employees want cash, gift cards, gifts, points, and individual travel.
- **Culture shifts:** Incentive program designers should partner with human resources and senior leaders to combine incentives with workplace environment changes that eliminate the disadvantages of working remotely.

To see the complete study click [here](#).

## PPAI Reports Results from Distributor Sales Survey

When *PBB* published the findings of the 2018 Distributor Sales Volume Estimate, there was an impossible-to-overlook development: Small companies were on the rise heading into 2019. The industry as a whole had a 6.27% increase over 2018, but as was reported at the time, “The growth was mainly driven by sales from small distributors,” who increased both their sales and overall representation in the industry’s makeup.

Three years and one pandemic later, that trend has stalled. The 2021 Distributor Sales Volume Estimate showed a healthy increase of (12.5%) in sales volume over COVID-riddled 2020, but the makeup of those gains among small and large companies are quite different. Small distributors were barely able to make it to a sales volume slightly under that of 2020. Only 42.7% of the industry’s total sales volume came from small distributors, which is down from 48.3% in 2020.

While it’s important to analyze where the increased sales come from, there is no denying that the industry as a whole did bounce back from the tumultuousness of 2020. Promotional products sales by distributors reached \$22.1 billion in 2021, up 12.5% from 2020’s \$19.6 billion, which had been a sharp decline attributed to the first stage of the pandemic.

That \$22.1 billion in sales is not quite on par with 2018 and 2019 sales totals, which both eclipsed \$24 billion. It’s worth noting that while there were some returns to normalcy in 2021 when compared to 2020, the industry still contended with multiple new variants of COVID-19, various economic uncertainties, and considerable worldwide supply chain delays.

All told, 63% of distributors reported increased sales in 2021.

For more narrative about the results of the study click [here](#). For a summary of the results reporting categories of products and the applications/uses of them click [here](#).

## RPI Webinar: Recognition Practitioner & Service Provider: The Value of Connection

**June 23, 2022, 11:00 am - 12:00 pm CDT**

Establishing clear lines of communication between a service provider and an organization can be a key factor in the recognition program’s success.

Join us for a webinar that will address how communication, active listening, and personalized support are crucial to the implementation, continued evaluation and use of a recognition platform. Also, learn how the seven RPI Best Practice Standards® serve as a strong framework for your recognition program solution. Register today and discover how these key elements of success are brought to life!

**Presenters:**

- Lauren Gagne, CRP, Director of Merchandising at C.A. Short Company
- Amy J. Hurley LSW, CRP, Program Director at Ohio State University Wexner Medical Center Faculty and Staff Recognition
- Jeff Ross, CPA, CRP, CEO & CFO at C.A. Short Company

For registration information click [here](#)

### **PPAI: Women's Leadership Conference – June 26-28, 2022 – Charlotte, NC**

The industry's foremost conference for professional women who share a common vision to achieve success. A knowledge community of the industry's best and brightest women. WLC is an opportunity to network with other women in the promotional products industry. This 3-day event includes live education to learn from industry experts while earning credits toward certification.

For more information click [here](#).

### **IMA Summit – July 11 – 13, 2022 - Snowbird, Utah**

The IMA Summit brings together 300+ industry leaders to share the latest incentive and recognition program strategies and best practices. This three-day conference is the largest gathering of incentive & recognition professionals and offers an exciting way to make long-lasting relationships while expanding your business network. Join us as we celebrate our accomplishments and reach new heights!

For more information click [here](#)

### **ASI Show Chicago – July 19 – 21, 2022**

For more information and to register click [here](#).

### **The Federation in 2022**

As noted earlier in this Bulletin we have a research initiative we've undertaken this year, and we 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](mailto:mdonnelly@hinda.com) or Steve Slagle at [steves3309@gmail.com](mailto:steves3309@gmail.com).

### **2022 IFI Board of Directors**

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

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](mailto:steves3309@gmail.com) or 864-710-6739.