

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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2022 Marketplace Estimate Research Study Nears Completion

Richard Garlick and Associates Consulting and Market Research Services, LLC is now compiling the data from respondent surveys for the 2022 research 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.

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.

A final report will be prepared and presented to the IFI Board approximately two weeks after the data is collected, with a proposed completion in late May 2022.

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

The IFI Board will be discussing opportunities for company sponsorships to help fund the study, with specific benefits to sponsors with an advance release of the findings before the wider release to the industry.

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: Non-Cash Rewards in a Period of High Inflation

[*Academic Research in Action*](#) provides a monthly quick-hit lesson on a key academic theory, then applies the theory to incentive, rewards, and recognition programs. Each installment includes insights and key talking points as well as sources for further reading.

In May, the discussion focuses on [*Non-Cash Rewards in a Period of High Inflation*](#). In this unpredictable environment,

where inflationary times are compounded by a tight labor market and threat of recession, rewards that trigger feelings can cost less and motivate more. The effective use of non-cash rewards helps firms avoid permanent increases to compensation or benefits.

Research highlights and insights include:

- **The psychology of value:** When a person rationally calculates the real value of a reward, they care a great deal about quantity. But when they rely on feelings to assess the value of a reward, the importance of quantity drops off.
- **The more salient or prominent a reward,** the more likely a person will value it based on feeling. This underscores the importance of 'selling' a high performer on the excitement or luxury of an experience.
- **Emotional impact:** Include non-cash rewards that are geared to a person's likes (to trigger feeling) yet novel enough that the recipient's knowledge of the reward type won't turn feelings into calculation.

For more information click here: [**Non-Cash Rewards in a Period of High Inflation.**](#)

IRF Pulse Survey Reveals Incentive Travel is a Go!

As disruptions from variants continue, [**The Impact of COVID-19 on Incentive Travel in 2022**](#) looks at how organizations are managing their incentive travel programs, impacts to incentive program budgets, and views on vaccination policies. The IRF surveyed 180 corporate incentive program owners, meeting planners, and third-party incentive providers about their 2022 incentive travel programs.

Key insights presented in the new infographic for *The Impact of COVID-19 on Incentive Travel in 2022* include:

- **2022 kicked off with high optimism:** 86.5% of respondents had incentive travel programs planned for Q1/Q2
- **By Q2, there were high rates of change:** 58% reported changes to either date or location
- **Shifts to domestic travel:** Of those that changed location, 80% moved from International to domestic
- **Impact of vaccine mandates:** Only 20% said their attendees would travel less via air if airlines required vaccines

View the full infographic at [**The Impact of COVID-19 on Incentive Travel in 2022 webpage.**](#)

RPI Webinar: Best Practices in Action from Rewards and Recognition Practitioners – May 19, 2022, 11:00 – Noon CDT

Join this moderated discussion with 2021 RPI Best Practice recipients University Hospitals and USAA. University Hospitals is a nationally ranked healthcare system who has created a culture of appreciation and recognition for its 28,000 employees. UH was honored for best practices in Recognition Training as well as Program Change & Flexibility. USAA with 38,000 employees is among the leading providers of insurance, investing and banking solutions to members of the U.S. military and veterans who have honorably served and their families. USAA was honored for best practices in Recognition Strategy as well as Program Change & Flexibility.

Moderator: Theresa Harkins-Schulz, CRP, CCP, SPHR, RPI Director of Education & Certification and SVP Customer Experience at Inspirus

Panelists: Sue Brindley, Director, System Benefit Programs at University Hospitals; Therese Cedillo, Compensation Advisor, Human Resources, Compensation COE, Total Rewards at USAA

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](#).

The IRF Education Invitational – June 1- 4, 2022, Cap Cana Dominican Republic

The IRF's 2022 Education Invitational will take place at the new Hyatt Zilara and Hyatt Ziva Cap Cana, June 1-4, 2022, in the Dominican Republic. This exclusive event provides over 500 invited attendees with direct exposure to the industry's preeminent voices and applicable analysis of the IRF's research.

The 2022 event will feature a full day of education that will highlight trends and insights from many of the IRF's 2022 research projects, including a preview of upcoming research. Attendees will have the opportunity experience the Dominican Republic with a selection of destination activities. Throughout the event, there will be networking opportunities for all attendees, the vast majority in vice president level positions or above.

For more 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](#)

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.