

## What is the Incentive Federation and who are its members?

The Incentive Federation is a 501(C)6, non-profit, tax-exempt organization whose membership and leadership includes 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 Recognition Professionals Association (RPI) and The Incentive Research Foundation (IRF) are represented.

Industry components represented include, incentives, recognition, awards, corporate gifts, gift

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### **IRF Study on Incentive Travel Preferences**

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## **IRF Study Focuses on Outlook for Incentive Travel**

According to a recent IRF survey, the outlook for incentive travel remains strong, with most respondents expecting travel to increase or hold steady through 2024. The IRF's new study, [\*Incentive Travel Programs – Expectations & Challenges\*](#) examines how ready the industry is to meet this demand for incentive travel given challenges posed by the broader market. The study explores the ongoing effects of inflation and a tight labor market on the design, execution, and cost of incentive travel programs.

Following up on the 2022 study, *Incentive Travel Programs – Expectations & Challenges* provides a view of the hospitality market from the perspective of incentive program owners, hoteliers, and tourism bureaus/DMCs. It also identifies discrepancies between levels of service and the expectations of incentive program owners and participants.

For a copy of the complete study results and white paper 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](http://www.incentivefederation.org). Provided exclusively by the Incentive Federation, Inc

## **PPAI: Promotional Products Work! Day – August 24, 2023**

This annual event serves as a cornerstone for recognizing the importance of working with promotional professionals while creating awareness for promotional products as a powerful and effective advertising and marketing medium.

To learn more, click [here](#).

## **IRF Webinar: Attendee Preferences for Incentive Travel -Tuesday, August 29, 1:00 - 1:45 pm ET**

During this IRF webinar, we'll examine key findings from our new report *Attendee Preferences for Incentive Travel*. Our panel will discuss how the right destinations and good program design boost employee motivation. They'll review data from an IRF survey of North American employees,

Cvent, and 3D Cruise partners, and talk about the top employee destination preferences as well as actual bookings and quote requests.

To register click [here](#)

## **SMM Webinar: Digital Transformation 2.0: An Executive's Guide to AI, ChatBots, and the Future of Martech – September 19, 2023, 2:00 pm ET**

With the rise of AI, chatbots, and a barrage of Martech innovations, even the savviest of marketing & sales leaders are left feeling lost. That's why we're excited to bring you a game-changing webinar that offers an executive's guide to the latest trends and technologies in digital transformation.

In less than an hour, we'll discuss important (and cost-effective) technologies you can use to drive business growth, optimize your operations, and provide exceptional customer experiences. See real-world examples, best practices, and strategies that will help you stay ahead of the curve and maximize your digital transformation success.

To register click [here](#).

## **The Federation in 2023**

If you have ideas or opinions about what the IFI should be focused on, please email our Chair Karen Wesloh at [kwesloh@incentivemarketing.org](mailto:kwesloh@incentivemarketing.org) or Steve Slagle at [steves3309@gmail.com](mailto: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](mailto:steves3309@gmail.com) or 864-710-6739.