

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), and The Incentive Research Foundation (IRF) are represented.

Industry components represented include, incentives, recognition, awards, corporate gifts, gift cards, promotional products, rewards, and travel.

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NorthStar/Cvent Reveals Incentive PULSE Survey Results

NorthStar has released the results of its latest PULSE Survey which was completed in early May 2023. Some of the findings from the survey of qualified incentive travel planners are:

- Booking activity is very strong currently.
- 58% of planners are now booking incentive travel programs as their primary focus.
- 2023 will be active. 64% are producing their next program before year-end, with 28% producing programs in the next three months.
- Nearly 2 of every three planners is more optimistic, consistent with the last cycle six months ago.
- The US, the Caribbean, Europe, Mexico, and Canada are the most popular destinations for current and future programs.
- Beaches remain the destination type of choice, with Southern California, Hawaii, South Florida, and the desert states the most preferred US regions.
- Availability of accommodations and their cost remain as the two biggest factors impacting planning today.
- Since the last cycle, fewer programs are cutting back on non58% of planners are now booking incentive travel programs as their primary focus.

To see the full study and results, 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. Provided exclusively by the Incentive Federation, Inc.

**Incentive Live – Presented by NorthStar Meetings Group – May 21-23, 2023.
St. Petersburg, FL.**

This must-attend incentive, loyalty and motivation event comes to Florida in 2023. Incentive Live attendees will learn the industry's latest trends, meet top suppliers, and enjoy authentic, local St. Pete experiences.

For more information click [here](#).

IMA Webinar: Gift Cards Through the Lens of Cultural Competence May 24, 2023, Noon ET

This IGCC & RGCA session will build awareness of how our identities shape our interactions with others, which includes: An exploratory dialogue of how to practice cultural competency within organizational gift card strategy; understanding how we've been socialized influence our current behaviors, learning from each other about significant traditions or practices tied to our unique identities, participants will leave with tools to continue the conversations with their teams.

To register for this virtual webinar click [here](#).

PPAI: North American Leadership Conference – June 4-7 Washington, D.C.

PPAI's North American Leadership Conference (NALC) delves into the most relevant, top-of-mind business issues and ideas impacting the promotional products industry with an emphasis on networking events, leadership development, strategic foresight, emerging business issues, trends, and best practices.

For more information click [here](#).

PPAI: L.E.A.D. – June 7, 2023, Washington, D.C.

PPAI's Legislative Education and Action Day (L.E.A.D.)– PPAI members and staff will meet virtually with senators, congressional representatives, and their legislative staff to discuss legislation and issues relevant to the promotional products industry. L.E.A.D. delivers information about the strength of the promotional products industry straight to Capitol Hill.

For more information click [here](#).

IRF: The IRF's 2023 Education Invitational – June 5-8, 2023, Las Vegas, NV

The 2023 IRF Education Invitational will take place at the fabulous Resorts World Las Vegas, Monday, June 5 – Thursday, June 8, 2023. Las Vegas is a perennial favorite destination for incentive travel program participants, and the 2023 IRF Education Invitational will be designed to show attendees how to deliver a fresh and memorable program in Las Vegas.

Incentives industry professionals can expect three days of unique, unexpected, high-end experiences at this spectacular venue that feels custom built for incentives. From gaining insights during education programs to participating in memorable offsite activities to networking at over-the-top receptions, IRF Education Invitational attendees will experience Las Vegas in new and thrilling ways.

For more information click [here](#).

RPI WEBINAR: BEST PRACTICE STANDARDS – June 8, 2023, Noon ET

Hear from our 2022 RPI Best Practice Standards® Awards recipients and learn what made their recognition programs a success! These awards honor organizations that implement the RPI Best Practice Standards®

To register, click [here](#).

WorldAtWork: Total Rewards '23 – June 12-14, 2023, San Diego, CA

Total Rewards '23 is the premier learning experience for ambitious and curious rewards professionals. We have the speakers and programs that will deliver actionable, measurable solutions in a fun and dynamic setting. And we take the work out of networking with plenty of opportunities to connect with our peers and be part of a larger movement to transform how talent is rewarded in our organizations.

For more information click [here](#).

PPAI: Women's Leadership Conference – June 25-27, 2023, Eagan, MN

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](#).

SMM Podcast: Technology's Role in Incentive Campaigns

Perhaps one of the most important "arms races" in business today is to have the right technology in place to outperform (or at least keep pace with) competitors. That definitely applies to how you communicate with your employees and channel partners, and how you recognize their achievements.

Incentive and engagement solution providers offer software platforms that are proven to increase the engagement of program participants, improve ROI, and enhance the overall experience of incentive, recognition and consumer loyalty programs. In the latest episode of "Motivation Insiders," SMM speaks with Chris Galloway of Brandmovers and Adam Small of Global Reward Solutions about how technology is helping companies stand out when motivating and rewarding top performers.

To listen to the podcast 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 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.