

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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Incentive Federation Seeks Additional Board Members

The IFI is seeking additional members to serve on its Board of Directors for 2024.

Any IFI member may self-nominate or be nominated to serve on the Board. Currently the Board consists of 10 industry leaders including the IFI Executive Director and Legal Counsel, George Delta. Board members are listed at the end of this newsletter. The IFI can accommodate additional members who wish to serve on the Board and members are encouraged to serve.

The Board convenes quarterly for a conference call, typically either a Zoom or Teams video call. The Board does not meet face-to-face anymore so the expense for serving on the Board is minimal. A ballot of members wishing to serve is prepared in November each year for the membership to consider and the elected members begin their one-year terms in January.

Members interested in serving on the Board may contact Steve Slagle at steves3309@gmail.com or Chair Karen Wesloh at kwesloh@incentivemarketing.org. The Federation needs experienced professionals to help guide the Federation's programs and activities.

Board officers will also be confirmed by the Board of Directors in November with a ballot approving those officer positions, also being completed by November 29, 2023.

Incentive Travel Index Revealed

The newly released *2023 Incentive Travel Index* (ITI) reports that, overall, the incentive travel industry is strong. Growth is projected through 2025 for both the number of people participating in incentive trips as well as per-person spend. That said, tangible financial ROI and concerns around cost are indexing higher than previous studies, highlighting an underlying caution that stems from an uncertain geo-political, economic, and environmental backdrop. While industry-wide trends emerged, the study reflects variation by geography as well as by industry sector.

The Incentive Travel Index is a joint initiative of the Incentive Research Foundation (IRF) and the Foundation of the Society for Incentive Travel Excellence (SITE Foundation) and is undertaken in partnership with Oxford Economics.

For additional key findings from the *2023 Incentive Travel Index* study as well as reports from previous years, visit <https://www.incentiveindex.com/>.

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

IRF Leadership Insights Forum – October 25 – 27, 2023, Frisco, TX

The 2023 IRF Leadership Insights Forum is targeted to executive-level third party and end user decision-makers with responsibilities for engagement and motivation programs. During the two-day experiential event, 60 attendees will have access to pre-released IRF research and participate in insightful facilitated discussions. You'll have the opportunity to discuss best practices, access top research, and collaborate with your peers to elevate your programs using design and data.

For information and registration click [here](#).

Global Incentive Summit – November 8-11, 2023, Carvoeiro, Portugal

Northstar's global hosted buyer event for the incentive travel industry—brings together the most highly-qualified incentive travel buyers with top incentive destinations, hotels/resorts, cruise lines, DMCs, DMOs and tourism offices from around the world. Attendees participate in one-on-one pre-scheduled appointments, gain industry insights from our guest speakers and network with this exclusive group of incentive specialists. This unique event is hosted by Northstar Meetings Group's leading brands – Successful Meetings, Meetings & Conventions, and Incentive.

Learn more by clicking [here](#).

Newer AI Tech Apps for Supply Chain Alternatives, Art Creation, Drop Shipping and Marketing

Where does or how does Generative AI and ChatGPT fit in the broad promotional marketplace? See PPAI's, [AI's Impact on Promo: The Future is Here](#) on applications in the promo marketplace and SMM's article [4 Ways to Transform Your Content Marketing Strategy with AI](#)

Anyone using AI or tech apps like Google's Bard, Adobe's Firefly, OpenAI's DALL-E 2 and Midjourney AI art generator in their companies for content and art creation, website building and customer support? What about search tools like DropShip Spy, Thieve.Co, or Exploding Topics?

Checkout the following digital marketing tools to help track website visitors and transition them to customers, manage social media posts, identify audiences, improve SEO, improve marketing automation, and improve team collaboration. Anyone using them?

- Loomly
- Hotjar
- Audinese
- HubSpot Marketing
- Persist IQ
- Active Campaign
- Optimizely
- CanvaPro
- Slack
- Trello
- Clearscope

The Federation in 2023

If you have ideas or opinions about what the IFI should be focused on, or if you have questions, advice for the Board, or want to raise issues for the Board to think about, our Chair Karen Wesloh at kwesloh@incentivemarketing.org or Steve Slagle, IFI managing Director at steves3309@gmail.com or 864-710-6739.

2023 IFI Board of Directors

Richard Blabolil, CPIM, President, Marketing Innovators International, **Vice Chair for Corporations**

George Delta, Esq., **Executive Director, and Counsel**

Dale Denham, MAS+, President and CEO, Promotional Products Association International, **First Vice Chair-Associations**

Michael Donnelly, CPIM, President, Hinda Incentives, **Director**

Brian Galonek, CPIM, President, All Star Incentive Marketing, **Secretary**

Theresa Harkins-Schulz, SPHR, CCP, CRP, Senior Vice President - Customer Experience, Inspirus/Sodexo Benefits and Rewards Services, **Director**

Richard L. Low, CPIM, Atlantic Incentives, LLC, **Director**

Sean Roark, CPIM, Executive Vice President, IncentPros, Inc., **Treasurer**

Sue Voyles, Founder and President of Word and Vision Consulting, **Director**

Karen Wesloh, CAE, CMP, Executive Director, Incentive Marketing Association, **Chair**