

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

**The Incentive Federation, Inc. 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), the Society for Incentive Travel Excellence and The Incentive Research Foundation (IRF) are represented.**

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## **Members Continue Membership Renewals for 2024**

The Federation needs industry support to continue representing the industry and providing services like the 2022 Marketplace Estimate Research Study which was released in August 2022. In early 2024 the IFI released its latest member benefit. Presentation documents entitled "Tax Considerations for Incentives, Recognition and Safety Programs," a compilation of various industry papers published by industry experts, is available at [www.incentivefederation.org](http://www.incentivefederation.org). Also see the webinar on that topic.

Members recently renewing their 2024 memberships include:

### **The Advertising Specialty Institute**

### **The Promotional Products Association International**

Many thanks to all members who have already renewed and for their support to the Federation's work and mission!

### **The IRF Provides Two Valuable Resources on The Use of AI in the Incentive Industry**

### **The AI Revolution: A Technical Review Of AI Capabilities For Corporate Events, Rewards & Incentives**

The capabilities and possibilities provided by AI can seem limitless. The AI Revolution provides corporate events, rewards, and incentives professionals with a comprehensive overview of what they can accomplish using AI.

While generative AI tools like ChatGPT provide just a glimpse of what is possible, advanced AI can be used to enhance personalization, streamline operations, predict trends, and elevate engagement levels. Take a deep dive into what AI makes possible now and what will likely be possible very soon. This guidebook discusses AI capabilities, lists platform options, provides technical explanations, and predicts sophisticated use of the technology to enhance incentive and recognition programs.

For more information click [here](#).

## **AI: Uses And Possibilities For Incentives Professionals**

The IRF recently conducted a series of focus groups with suppliers, third parties and program owners who shared their insights, practical use cases, and hesitation around the AI technology. While these discussions revealed that AI use among incentive industry professionals is still in its early stages, use of AI and interest in the technology are steadily increasing.

This report explores how incentives professionals are using AI both in the travel and non-travel incentive arenas, information about the tools and programs they find most valuable relative to incentive programs, and the gains and impacts they're experiencing as a result.

For more information 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.

## **IMA WEBINAR: MAJORITY OF WORKERS EXPECT MORE FROM EMPLOYERS – MAY 23, 2024 10:00 AM ET**

According to a recent study from the Harris Poll on behalf of TFL, 68% of employees expect more from their employers than they did three years ago in terms of work-life benefits. In this webinar, Angela Presnell of TFL and Jeff Fromm, keynote speaker, consultant, and author with over 30 years of experience in marketing, sustainability & innovation will analyze the Harris poll as well as studies from O.C. Tanner, Forrester, BI Worldwide and other research focused on employee culture. They will focus on the difference between what employees want and what employers give them. Join us as we share insights and learnings for closing the employee/employer gap.

To register, click [here](#).

## **THE IRF INVITATIONAL – NASSAU, THE BAHAMAS- MAY 28 – 31, 2024**

The 2024 IRF Invitational will take place May 28-31, 2024, in Baha Mar Resort, Nassau, The Bahamas. 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 IRF's noteworthy education programming will take place over two mornings and will feature industry experts, a compelling keynote, IRF research, and interactive discussion groups. That leaves the afternoons and evenings for networking, including exciting destination activities and our famous Cabana Day. Working with our partners, the IRF will host dazzling evening receptions, including the Live and Silent Auctions where attendees can bid on luxury travel packages.

For more information, click [here](#).

## **Northstar Webinar: How AI is Changing Incentive Planning- Wednesday, June 5th at 2:00 PM ET**

Learn the different ways incentive pros are adopting AI to save time and enhance their programs.

Wouldn't it be great to outsource some of the most time-consuming and mundane aspects of incentive-program planning? In this webcast, savvy incentive pros will share how they are embracing and harnessing the power of AI to streamline planning and allow them to focus on the more creative and personal-touch aspects of incentive programs. We'll address:

- AI tools that incentive planners should consider

- Tasks AI can take off your plate
- Ways AI might be used to enhance programs in the future

To register click [here](#).

### **PPAI: Women's Leadership Conference – Nashville, TN, June 23-25, 2024**

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 2024 – NEW ORLEANS, LA JULY 15-17, 2024**

The industry's premier event of the year for incentive and recognition professionals. Learn the latest business connections and discover best practices to improve your programs.

For more information click [here](#).

### **ASI SHOW CHICAGO – JULY 23-25, 2024**

It's all about helping you succeed in the promo products industry. You'll get thousands of product ideas just in time for the busy back-to-school and holiday selling seasons. Plus, build relationships with suppliers and other distributors that will strengthen your network for years to come. Not to mention, get education to help you grow your business.

For more information click [here](#)

### **The Federation in 2024**

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](mailto:kwesloh@incentivemarketing.org) or Steve Slagle, IFI managing Director at [steves3309@gmail.com](mailto:steves3309@gmail.com) or 864-710-6739.

### **2024 IFI Board of Directors**

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