

## **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.

## **In This Issue**

**European Incentives Study**

**IMA Global Research Study**

**Things to Know – Meetings & Webinars**

## **IRF Releases Study on Sustainability in European Incentive Programs**

The IRF announced the release of [\*The Top Ten Takeaways on the State of Sustainability in European Incentive Programs\*](#). As companies strive to reduce their environmental footprint, the incentives industry is also evolving to incorporate sustainability initiatives that align with these goals. This new report reflects the insights of incentive travel professionals from across Europe and the UK, who participated in roundtable discussions during the IRF's Inaugural European Thought Leadership event in Portugal in February.

"European incentives professionals are increasingly focused on incorporating sustainable practices in incentive program design, reflecting a broader cultural shift towards more responsible and eco-friendly practices across Europe," said Stephanie Harris, IRF President. "Yet despite increased attention on sustainability, efforts are inconsistent, and cost continues to drive decision making."

View or download a copy of the study at [\*The Top Ten Takeaways on the State of Sustainability in European Incentive Programs\* webpage](#).

## **IMA Offers Comprehensive Global Research That Addresses all Segments of the Industry**

The Incentives & Recognition Insights 2025 research project is grounded in a core belief: By the Market, For the Market. No single voice holds all the answers—but together, we created something more valuable: shared insight that empowers better decisions and better business.

This research consolidates insights from executives and companies across our field of business for industry professionals seeking a better understanding of the global landscape of incentive and recognition. It includes one Executive Summary, five regional reports, and five industry reports that correspond to IMA's [\*Strategic Industry Groups\*](#).

Each report is built on the same uniform data, each offering a focused lens, providing structure, depth and actionable insights across regions and roles. Together, they form a structured and scalable knowledge base for the incentive

marketing industry—designed to deliver both global comparability and local relevance.

[Incentives & Recognition Insights 2025](#) is based on a single international dataset and results in ten interconnected reports. Each report offers a focused lens, providing structure, depth and actionable insights across regions and roles.

### ***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.

## **ADVERTISING SPECIALTY INSTITUTE**

### **ASI SHOW CHICAGO — CHICAGO, IL - JULY 22 – 24, 2025**

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](#).

### **ASI: Powerhouse by PPM – Napa, CA – August 18 - 20, 2025**

This event offers exclusive, high-end locations with interactive networking experiences over a 2.5-day schedule, including 30 private meetings. Attendees must have \$1.5+ million in print and promo sales to qualify to attend.

For more information click [here](#).

### **ASI: Powerhouse by PPM – San Diego, CA – September 15 – 17, 2025**

This event offers exclusive, high-end locations with interactive networking experiences over a 2.5-day schedule, including 30 private meetings. Attendees must have \$1.5+ million in print and promo sales to qualify to attend.

For more information click [here](#).

## **INCENTIVE MARKETING ASSOCIATION**

### **IMA MEAPAC QUARTERLY PANEL DISCUSSION - INCENTIVE TRENDS, INNOVATIONS, AND INSIGHTS IN MEA & APAC – JUNE 24, 2025 - VIRTUAL ZOOM CALL**

**This event is for IMA members only.** These insightful quarterly panel discussions will feature esteemed panelists from within our community network. Each session will be offering in-depth discussions on the latest trends, innovations, and strategies in the Middle East & Africa (MEA) and Asia-Pacific (APAC) regions.

For time and to register, click [here](#).

## **IESP MEMBER MEETING: KEY FINDINGS FROM THE 2025 SOLUTION PROVIDERS RESEARCH REPORT – VIRTUAL – JUNE 26, 2025 – 11:00 AM ET**

**This event is for IESP members only.** Join us at our next member meeting to discover key stats, trends, and takeaways from the 2025 Incentives & Recognition Insights – Solution Providers Report! We'll explore the data and uncover valuable industry findings that can help shape your strategy!

To register, click [here](#).

## **IMA SUMMIT 2025 -- AUSTIN, TX - JULY 14 – 16, 2025**

**All are welcome to attend.** The IMA Summit is an exciting way to make long-lasting relationships while expanding your business network with 400+ industry leaders. This three-day conference is where you can discover the latest trends, make new connections, attend education sessions, and most importantly, have FUN!

To register, click [here](#).

## **RPI CERTIFIED RECOGNITION PROFESSIONAL® (CRP) WORKSHOP AT THE IMA SUMMIT 2025 – AUSTIN, TX - JULY 13, 2025**

**All are welcome to attend.** The Certified Recognition Professional® (CRP) certification is a comprehensive program that empowers professionals to create meaningful and impactful recognition programs. Built on RPI's 7 Best Practice Standards® and supported by decades of research, the CRP designation establishes you as a leader in the art and science of employee recognition.

To register, click [here](#).

## **RPI CERTIFIED RECOGNITION PROFESSIONAL® (CRP) WORKSHOP – VIRTUAL – AUGUST 7, 2025 – 11:00 AM – 5:00 PM ET**

**All are welcome to attend.** The Certified Recognition Professional® (CRP) certification is a comprehensive program that empowers professionals to create meaningful and impactful recognition programs. Built on RPI's 7 Best Practice Standards® and supported by decades of research, the CRP designation establishes you as a leader in the art and science of employee recognition.

To register, click [here](#).

## **IGCC MEMBER CONVERSATION: GIFT CARD 101 – VIRTUAL – AUGUST 13, 2025 – NOON ET**

**All are welcome to attend.** New to gift cards or looking to sharpen your B2B know-how? This Gift Card 101 crash course is for you. Join Eric Thiels—25+ year gift card and incentive expert and Head of Strategy & Growth at NeoCurrency—for a fast-paced, no-jargon session on the history, ecosystem, and impact of gift cards in the incentive space. You'll get a clear overview of how branded currency works, how B2B distribution flows, and some of the risks and rewards of managing a program. Expect real-world insights, lightbulb moments, and maybe a few laughs along the way. This session is designed for IGCC members of all stripes—brand managers, internal teams (ops, finance, marketing), incentive industry providers, and B2B buyers.

To register, click [here](#).

## **INCENTIVE RESEARCH FOUNDATION**

### **IRF Webinar: Building a Culture of Recognition – July 8, 2025 – 1:00 PM**

Employees who feel “seen” for their efforts have a greater sense of achievement and belonging. And there’s a lot of strategy behind consistent and successful employee recognition and engagement. During our next IRF webinar, our panel will dig into the data and insights reported in Building a Culture of Recognition and explore best practices for embedding recognition into daily routines, ensuring it becomes a natural part of the workplace culture. They’ll discuss the role of communication, public acknowledgement, technology platforms, and rewards (points, gift cards, bonuses) in fostering a culture where recognition is habitual and aligned with core values.

To register, click [here](#).

## **PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL**

### **PPAI: WOMEN’S LEADERSHIP CONFERENCE – Coronado, CA – June 23 - 25, 2025**

Attendees will join women from diverse professional backgrounds as they exchange empowering business insights and celebrate successes.

WLC is the place to make connections, toast the PPAI Women of Achievement and broaden horizons on everything from corporate finance to AI and the value of keeping a beginner’s mindset.

For more information click [here](#).

### **PPAI RESPONSIBILITY SUMMIT – Newport Beach, CA – September 15 – 17, 2025**

A must-attend event for any promo professional or company trying to navigate compliance regulations in the industry, PPAI Responsibility Summit is centered on critical sustainability and safety concerns.

Explore the associated business implications, challenges and opportunities across unique areas of interest, connect with fellow compliance and sustainability pros, and chart a course for your company’s continued progress.

For more information click [here](#).

## **SOCIETY FOR INCENTIVE TRAVEL PROFESSIONALS**

### **SITE: INCENTIVE SUMMIT EUROPE – St. Moritz, Switzerland – June 29 – July 2, 2025**

Boutique by choice and intimate by design, SITE’s Incentive Summit series convenes an elite group of incentive travel professionals in an incentive-ready location for 3 wonderful days of networking, education and destination immersion. If you’re a buyer of incentive travel experiences and would like to be considered for inclusion on the guest list, please email us on [snicastro@siteglobal.com](mailto:snicastro@siteglobal.com).

### **SITE Classic – Maui, HI – August 25 – 28, 2025**

SITE Classic 2025 brings together over 270 senior incentive travel professionals — including 85 hosted buyers and 170 global suppliers — for three immersive days of purpose-driven connection, peer-led learning, and cultural discovery in one of the world’s most motivational destinations.

For more information click [here](#).

The **Incentive Travel Index** (IRF and SITE's annual research product) launched at IMEX Frankfurt in May. Responses are pacing well. SITE wishes for the survey to be distributed broadly to the incentive industry. Please click the following link to see and complete the survey to help achieve a large and representative sample: <https://emea.focusvision.com/survey/selfserve/2eb6/250510?list=100>

**SITE's** next cohort for its online hybrid CIS/Certified Incentive Specialist certification starts August 13, 2025. Click [here](#) for more information.

**SITE** reached another membership milestone, now over 3200 members.

## The Federation in 2025

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, contact our Chair Richard Blabolil at [rblabolil@marketinginnovators.com](mailto:rblabolil@marketinginnovators.com) or Steve Slagle, IFI managing Director at [steves3309@gmail.com](mailto:steves3309@gmail.com) or 864-710-6739.

Here's wishing everyone a an outstanding and productive 2025!

## 2025 IFI Board of Directors

**Susan Adams**, Past Board Chair, the Incentive Research Foundation, and Vice President of Engagement Strategy & Corporate Services at Next Level Performance, **Director**

**Richard Blabolil**, CPIM, President, Marketing Innovators International, **IFI Board Chair**

**George Delta**, Esq, Executive Director and Legal Counsel, Incentive Federation, Inc., **Director**

**Michael Donnelly**, CPIM, President, Mike Donnelly Consulting, **Director**

**Adrienne Forest**, CPIM, Senior Vice President Corporate Sales, Citizen Watch America, **IFI Treasurer**

**Brian Galonek**, CPIM, President, All Star Incentive Marketing, **IFI Vice Chair for Corporations**

**Annette Gregg**, CMM, CEO, the Society for Incentive Travel Excellence, **IFI First Vice Chair for Associations**

**Lisa Grimaldi**, Editor, Incentive, Northstar Meetings Group, **IFI Secretary**

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

**Drew Holmgreen**, CED, President and CEO, Promotional Products Association International, **IFI Second Vice Chair for Associations**

**Karen Wesloh**, CAE, CMP, Executive Director, Incentive Marketing Association, **IFI Third Vice Chair for Associations**