

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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IFI Membership Renewals Underway

Please be looking for your 2025 membership renewal notices which were sent in February. The Federation needs your support to continue representing the industry and providing services like the 2022 Marketplace Estimate Research Study which was released in August 2022. Also check the IFI website for the IFI's latest member benefit, presentation documents entitled "Tax Considerations for Incentives, Recognition and Safety Programs," a compilation of various industry papers published by industry experts.

The user-friendly PowerPoint and infographic presentation tools are available and are ideal to provide to any client that may find the IRS rules and regulations confusing or intimidating. A webinar explaining the often-complex details was held last year and is also available to view with clients who clients are welcome to join you.

New IRF Research Examines Impact of Reward Value on Employee Motivation

The IRF released its study in February of [*Non-Cash Value Perception: Identifying the Tipping Point*](#). This study highlights the importance of determining the optimal monetary value for incentive rewards. While higher rewards can boost motivation and participation, there is a threshold where additional increases have diminishing returns. Identifying this tipping point helps organizations maximize the impact of their incentive programs without overspending.

"Whether using travel, merchandise, gift cards, or points, the value of non-cash rewards is in the eye of the beholder," said Stephanie Harris, IRF President. "The value of a reward that motivates and makes a strong impression on an hourly customer service worker may not make the same impression with the owner of an automotive dealership. The IRF's new study helps incentive professionals identify the 'sweet spot' where the reward has the desired effect."

Key insights reported in *Non-Cash Value Perception: Identifying the Tipping Point* include:

- In all scenarios, as reward value increases, the percentage of participants reporting their willingness to engage in a program and exert extra effort to achieve its goals also rises – until a certain threshold is reached.

- When asked to suggest a reward value that would entice them, respondents often listed higher amounts than they later indicated as motivating when presented with actual values.
- While the majority of financial advisors/consultants and insurance agents choose to participate in incentivized reward programs, many who opt out do so for reasons other than reward value.
- In a top performers' scenario, channel program participants' expectation of the reward value was 32% higher than that of employee program participants.
- Non-value related factors can greatly enhance a program's appeal, including personalization, clarity and achievability of objectives, and variety and flexibility in reward offerings.

View or download a copy of the study at the [Non-Cash Value Perception: Identifying the Tipping Point webpage](#).

IRF Releases First European Study on Attendee Incentive Travel Preferences

The Incentive Research Foundation's first-ever study focused solely on the European market reports that 97% of European employees surveyed consider group incentive travel a strong motivational tool. [2025 European Attendee Preferences for Incentive Travel](#) explores trends in attendee preferences, factors in destination selection, and how incentive travel program design can drive employee performance and strengthen company culture.

The *2025 European Attendee Preferences for Incentive Travel* study builds on a similar study conducted in North America, providing valuable insights into the specific preferences and motivations of European employees, then drilling down by region. By identifying what participants value most in terms of destination features, travel accommodations, and overall program design, the study offers a data-driven foundation for companies to create more personalized and effective incentive travel programs.

To download the full study and white paper, visit [the 2025 European Attendee Preferences for Incentive Travel webpage](#).

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 Webinar: Non-Cash Value Perception: Identifying the Tipping Point: Wednesday, March 26, 1:00 pm – 1:45 pm ET

During our next IRF webinar, our panel will discuss the importance of determining the optimal monetary value for incentive rewards. While higher rewards can boost motivation and participation, there is a threshold where additional increases have diminishing returns. Identifying this tipping point helps organizations maximize the impact of their incentive programs without overspending. We'll review the framework used in our latest study for determining the optimal investment in non-cash rewards.

To register, click [here](#).

IRF Webinar: 2025 European Attendee Preferences for Incentive Travel: Monday, March 31, 10:00 am ET

During this IRF webinar, we examine key findings from our new *report 2025 European Attendee Preferences for Incentive Travel*. Our panel will explore trends in attendee preferences, factors in destination selection, and how incentive travel program design can impact employee motivation. We'll compare and contrast attendee preferences from regions across Europe. Join what promises to be a lively discussion about the destinations, experiences, and activities that motivate employees to exceed their goals and earn incentive travel rewards.

To register click [here](#).

IMA Webinar Recording: Incentive & Recognition Insights - Research Results Info Session – Available At Your Convenience

Thank you to everyone who joined the IMA webinar on March 11! The presentation provided an overview of the research methodology, industry-wide highlights and standout statistics that capture insights. Additionally, we shared how members can access the final reports to dive deeper into the findings.

Couldn't make it? No worries! Watch the recording [HERE](#).

ASI Show Ft. Worth, TX March 29-31, 2025

Join us at ASI Show® Fort Worth, where the traditional product and supplier sourcing experience transforms into something extraordinary! This isn't just an event; it's a vibrant hub of interaction, relevant discussions and hands-on training designed to elevate your selling strategies. What you learn here won't just impact your immediate spring and summer sales—it's invaluable all year long.

For more information click [here](#).

SITE: Incentive Summit Americas - Stowe, VT, April 1-4, 2025

The annual SITE Incentive Summit Americas (ISA) is an exclusive opportunity that brings together cross-functional, influential incentive travel leaders to network, share learnings and grow business.

Boutique by choice and intimate by design, ISA convenes an elite group of incentive travel professionals in Stowe, Vermont for 4 days of networking, education, and destination immersion.

ISA fosters connections between buyer and supplier incentive travel professionals, provides thoughtful education with both personal and professional benefits and showcases the crème-de-la-crème of destination experiences.

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

PPAI: Legislative Education and Action Day - Washington, D.C. April 7-8, 2025

At the forefront of LEAD's agenda is the crucial task of informing legislators and their staff about the industry's significance, not just to the U.S. economy, but also to the approximately half a million Americans it employed.

For more information click [here](#).

IMA Webinar: Unlocking the Power of Research: Transforming Insights into Actionable Strategies for B2B Gift Card Success- Wednesday, April 23, 2025, 12:00 pm ET

Join the us for a deep dive on the IGCC Incentive & Recognition research report. In this member conversation, we'll provide an overview of the research methodology and cover highlights and standout statistics from this global study on gift cards in the Incentive and Recognition marketplace. We'll also discuss how to apply these findings in your day-to-day roles! Don't miss out on this opportunity to hear the IGCC's comprehensive research report in an engaging, easily digestible format, showcasing actionable insights and practical applications!

Join link <https://us06web.zoom.us/j/89617433502?pwd=r4TX2gUKHTurLbeBdJu8mcnsMgLDm1.1>

Meeting ID: 896 1743 3502

Passcode: 656418

ASI: fASIIitate - Daytona Beach, FL., April 28 – May 1, 2025 Delray Beach, FL., May 19 – 22, 2025

fASIIitate is an exclusive four-day hosted-buyer event for distributors who produce \$1 million or more in sales each year. The unique format is designed to **foster new relationships with high-level professionals** using a combination of private, one-on-one meetings with four- and five-star suppliers and informal networking.

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

2025 IMRA CONFERENCE Charlotte, NC., May 4-6, 2025

This event is for IMRA members. Nonmembers are subject to approval. This three-day event is focused on connecting suppliers and representatives in the incentive industry. With a schedule full of networking events, company sales meetings and more, you will discover strategic tools & tips to advance your programs. Get ready for new connections and actionable takeaways that will pave the way for your continued success.

For more information click [here](#).

PPAI's North American Leadership Conference – Chicago, IL., May 12-14, 2025

PPAI's NALC features engaging sessions and exclusive speakers tailored specifically for top-level executives and industry visionaries. NALC provides insights and strategies aimed at fostering innovation and entrepreneurship within the promotional products industry.

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

INDUSTRY EVENT: WORLDATEWORK: TOTAL REWARDS 25 - Orlando, FL., May 19-21, 2025

Join us in Orlando, Florida for the premier Total Rewards event of the year! Experience a remarkable gathering where you'll meet and learn from industry experts, engage in dynamic workshops, and connect with your peers from around the world. Discover cutting-edge practices for rewarding talent and explore strategies that can truly impact your bottom line. Don't miss this opportunity to be part of the leading Total Rewards event in the industry.

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

SITE NITE EUROPE - Frankfurt, Germany – May 19, 2025

Taking place the night before IMEX, SITE NITE Europe is your perfect opportunity to build & bridge cultures with over 400 incentive travel professionals gathered in Frankfurt for the show. For more information, click [here](#).

INDUSTRY EVENT: IMEX FRANKFURT - FRANKFURT, Germany – May 20-22, 2025

IMEX is where every part of the global events industry comes for a high-value, high-return boost of real business, real relationships and insights, all designed to make working life easier and more profitable.

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

Industry Event: Loyalty Expo 2025 - Orlando, FL., May 20-22, 2025

Presented by Loyalty360 — the Association for Customer Loyalty — Loyalty Expo will provide the knowledge and best practices necessary to guide your team and brand on your customer loyalty journey. Join the top event where attendees learn from the best-in-class brand leaders, technologists, and service providers you need in a rapidly evolving customer loyalty landscape.

By attending, you'll have the opportunity to network with hundreds of your fellow marketers and hear how they are reaching their customer relationship-building goals. Market leaders will be sharing their experiences and insights on customer retention strategies and trends. Attendees will leave Loyalty Expo with an understanding of new research, technologies, and solutions to aid their organizations on the customer loyalty journey.

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

IGCC EDUCATION FORUM - Richfield, MN, Best Buy Headquarters – May 21, 2025

This event is designed for gift card industry professionals and will delve into payment and B2B trends, emerging technologies, and the evolving landscape of the gift card market.

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

2025 IRF Invitational - Cancun, Mexico – June 1-4, 2025

The IRF Invitational is the premier industry event dedicated to education and networking. 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 feature industry experts, a compelling keynote, IRF research, and interactive discussion groups. Networking opportunities include exciting destination activities and dazzling evening receptions.

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

Northstar: Incentive Live - Farjardo, Puerto Rico – June 8-10, 2025

Incentive Live offers a compelling agenda that makes this event a must-attend for industry professionals. In addition to one-on-one appointments with top incentive destinations, hotels/resorts, cruise lines, DMCs, DMOs, merchandise and technology providers, gift cards, and tourism offices, Incentive Live presents leading industry experts providing the latest perspective on industry trends and best practices that will help take your incentive programs to the next level.

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

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 or Steve Slagle, IFI managing Director at 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**

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