

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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IRF'S "Building a Culture of Recognition" Study Released

Though the quality and impact of employee recognition programs vary widely, almost 90% of North American companies offer them. Strategies and initiatives differ greatly between organizations, but the fundamental principle holds true: a well-recognized employee is more likely to perform at their best and stay with their organization. This latest IRF report explores best practices for weaving recognition into everyday culture and examines how good recognition/reward program design enhances these efforts.

Key Takeaways

1. Make recognition fair, accessible, and part of everyday culture.
2. Recognition Frequency Drives Engagement and Sincerity
3. Timely Recognition Increases Perceived Authenticity
4. Sincerity Matters More Than Monetary Value:
5. Peer-to-Peer Platforms Boost Recognition Culture
6. Recognition Program Design Should Evolve Beyond Individual Performance
7. Tangible Rewards Enhance, But Are Not Essential
8. To the Degree Possible, Personalize Recognition & Rewards
9. Continuously Measure & Improve Recognition Programs

For the full report click [here](#).

Incentive Pulse Survey Reveals Challenges

The April 2025 Northstar/Cvent Incentive PULSE Survey reveals some major shifts and challenges for incentive travel programs.

- Optimism levels for incentive travel have dropped dramatically in the past six months.
- Nearly half of planners say their programs have been negatively affected by recent changes in government, social and economic policies.
- Business and economic outlooks are the current factors having the greatest impact on incentive travel programs.
- The United States and the Caribbean remain the top spots for future incentive events, while interest in Canada, Mexico and Europe is increasing.

Take a deeper dive into the data and [download a free copy](#) of the latest Northstar/Cvent Incentive PULSE Survey report.

About the Survey

The twice-yearly Northstar/Cvent Incentive PULSE Survey assesses how current challenges and trends are shaping incentive travel. The PULSE Survey is produced in partnership with meetings technology provider Cvent.

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.

ASI: fASIIitate - 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](#).

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](#).

PPAI: INTERNATIONAL LEADERSHIP SUMMIT – Brussels, Belgium, May 19 – 21, 2025

Bringing together global thought leaders for an impactful dialogue on international business in the promotional merchandise industry, the International Leadership Summit is a collaboration of PPAI and the [European Associations Cooperative](#). ILS will cover key topics such as sustainability, digital transformation and the evolving dynamics of cross-border politics.

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](#).

Northstar Webinar: [Navigating Shifts & Challenges for Incentive Programs](#) - Wednesday, May 28, 2025, at 2:00 pm ET

Incentive programs are not immune to the many economic and social changes occurring in 2025, according to Northstar's just-released Incentive PULSE survey. In this session, incentive industry leaders will provide a real-time look at how programs are shifting, what their members are saying and how incentive professionals are working through unprecedented times.

From this session, participants will learn:

- Which issues domestic and international incentive professionals are facing
- What's happening with travel programs
- What trends the merchandise-rewards sector is experiencing
- Signs of what's to come for the end of 2025 and into 2026

To register, click [here](#).

SITE Webinar: [Mindful Momentum: Prioritizing Mental Wellness in the Events Industry](#) May 30, 2025 - 11:00 am ET

In the fast-paced world of meetings and events, stress and burnout can often feel like unavoidable challenges. As industry professionals, we dedicate ourselves to creating seamless experiences for others, but how often do we prioritize our own well-being? This webinar will explore the importance of mental health in the events industry, providing practical strategies to foster resilience, balance, and self-care.

To register, click [here](#).

SITE has launched a new free ebook: *The Extra Mile: Wellness & Adventure* an eBook from SITE. To obtain click this link: [The Extra Mile in Incentive Travel | SITE Global](#)

The Global MICE Collaborative/GMC partnership with MPI and IAEE continues with another certificate delivery at IMEX Frankfurt. Contact siteglobal.com for more information

IMA Global Connect -Tuesday, June 3, 2025/Wednesday, June 4, 2025 (Virtual)

IMA members are invited to join one of our IMA Global Connect Sessions—an exciting opportunity to connect with peers from around the world and engage in meaningful discussions on today’s hottest industry topics! *This session is for IMA members only.*

For more information click [here](#).

2025 IRF INVITATIONAL - Cancún, 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](#).

ASI: FASILITATE – Nashville, TN – June 9 – 12, 2025

fASIlitate 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](#).

IMA EUROPE BRUSSELS 2025 – Brussels, Belgium – June 12, 2025

All are welcome to attend. Discover the future of incentives at the heart of Europe! Join us in Brussels for the IMA Europe 2025 event. Network with European incentive experts, share knowledge, and discover the latest trends shaping the industry. Together, we’ll build a sustainable and innovative future for incentives.

To learn more, click [here](#).

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](#).

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.

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!

For registration click [here](#).

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](#).

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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