

Presented by



The Future of Incentives & Recognition Programs

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Agenda

How you can prepare for current and upcoming challenges:

- Learn where to find research and information and how to apply it
 - Incentive Research Foundation
 - Incentive Marketing Association
 - Incentive Federation
- Hear from global incentive and recognition solution providers
 - How they go to market
 - What keeps their customers up at night
 - Shifting reward trends during the pandemic

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Today's Panelists



Cindy Mielke, CPIM
Director, Channel Marketing: Incentives
Tango Card



Brian Galonek, CPIM
President
All Star Incentive Marketing



Stephanie Harris
President
Incentive Research Foundation



David Gould, CPIM
CEO
CR Worldwide

The Incentive Research Foundation

www.theirf.org



IRF

Incentive Research
Foundation

Access Studies, Webinars, Slides & More



theIRF.org

Metrics of Success for Incentive and Reward Programs

BY INCENTIVE RESEARCH FOUNDATION · MAY 5, 2020

Downloads

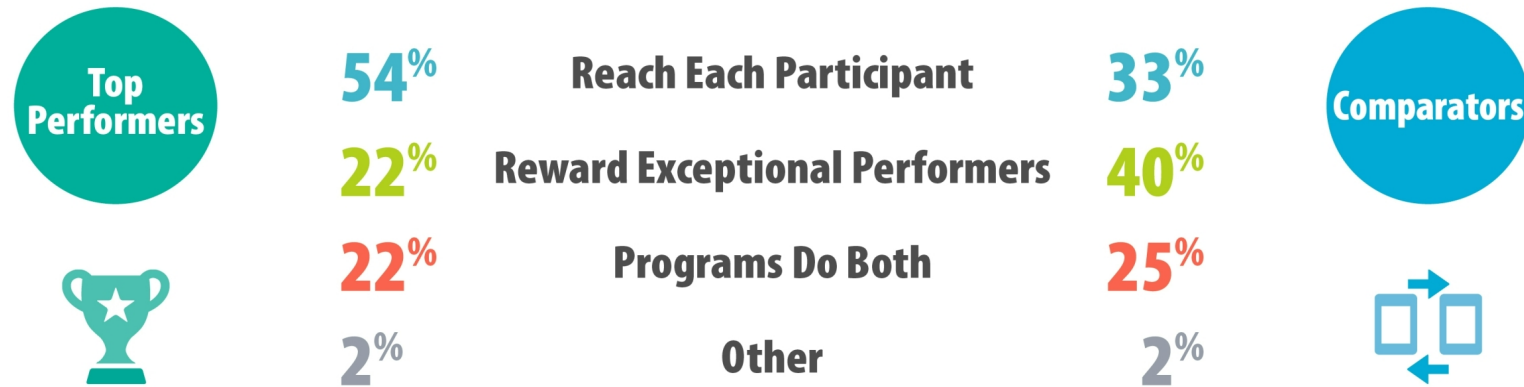
[White Paper: Metrics of Success for Incentive and Reward Programs](#)

[Infographic: Metrics of Success for Incentive and Reward Programs](#)

[Reference Deck: Metrics of Success for Incentive and Reward Programs](#)

[Webinar Deck: Metrics of Success for Incentive and Reward Programs](#)

What Top Performing Companies Do Differently



Build the case for a more inclusive program with broader award options.

What Top Performing Companies Do Differently

TOP PRIORITIES FOR TANGIBLE REWARDS

Allows for Participant Flexibility **33%**

Provides Unique Experience **13%**

Builds Brand Loyalty (tie) **9%**

Ease of Administration (tie)

High Perceived Value **19%**

Participant Flexibility **18%**

Ease of Administration **14%**

Top Performers



Top performing companies prioritize flexibility

Comparators



COVID-19's Impact & Opportunity



Incentive Marketing Association (IMA)

<https://www.incentivemarketing.org/>



IMA Strategic Industry Groups



Incentive & Engagement Solution Providers (IESP), is a trusted global resource for business leaders in helping their organizations achieve results through engagement and incentive solutions.



The Incentive Manufacturers & Representatives Alliance (IMRA) advocates for the use of merchandise incentives as a proven method of delivering incentive program outcomes.



The Incentive Gift Card Council (IGCC) was created to provide awareness of gift cards/certificates as a viable option for use in premium and incentive programs.



The Incentive Travel Council (ITC) is focused on helping organizations better understand how they can continue to grow business performance through reward and recognition travel.

Incentive and Engagement Solution Providers (IESP)

<https://www.incentivemarketing.org/IESP/>



Anyone who becomes an IESP member is either an incentive professional expert, or works with one, and pays a fee because of the following reasons:



their interest for
the most updated
knowledge of the
industry



their interest to
gain recognition



their interest and
capacity to generate
and share valuable
content for the
industry



their interest in
belonging to a group
of peers with
influence



their involvement and
commitment to the
industry

Impacts of COVID-19

CR Worldwide's view



Reflecting Impacts on Sectors

- Primary and secondary industries affected significantly
 - Ø Disruption to supply chains (especially early on from China)
 - Ø Automotive production ground to a halt
- Travel and leisure severely restricted
 - Ø Hotels, airlines, sports
- Consumer spending sectors also significantly affected
 - Ø Retail, restaurants, cinemas and theatres
- Sectors that maintained or thrived:
 - Ø Tertiary and services sectors, such as logistics, consultancies, software

Engagement Has Become More Important

Why?

Working from home – managing remotely – work/life balance

Employees need to feel connected; a sense of belonging and having a purpose

How?

Programs to provide reward, motivation, incentivization, and recognition are ever more important

Programs need technology/automation to ensure they are applied consistently and fairly



engaging



people



shaping



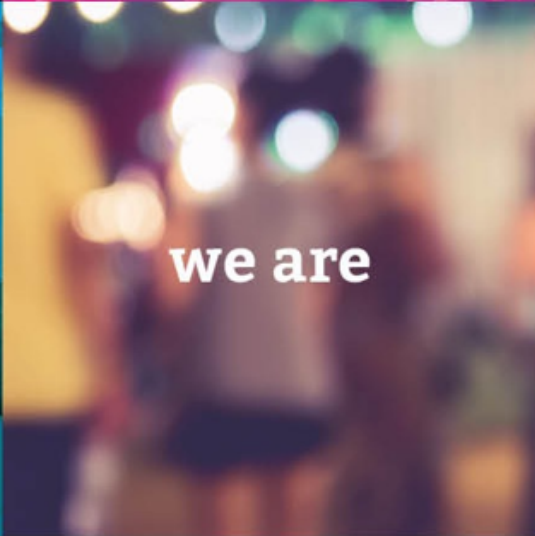
culture



driving



performance



we are





Incentive & Engagement Solution Providers

- As a Promotional Products distributor, if you are not already, you can make your customers more “sticky” by offering engagement or incentive solutions as part of a reward program.
- Branded merchandise, luxury, and practical goods are ranged in the reward catalogs of incentive and engagement solution providers.
- You can choose how to offer solutions to your customers and, as a trusted source, IESP members can help you along the way with:
 - Advice
 - Services
 - Technology
- There is huge potential to capitalize on the opportunities out there. Let's go grab it!

Incentive Manufacturers & Representatives Alliance (IMRA)

<https://www.imraonline.org/>

incentive
marketing association

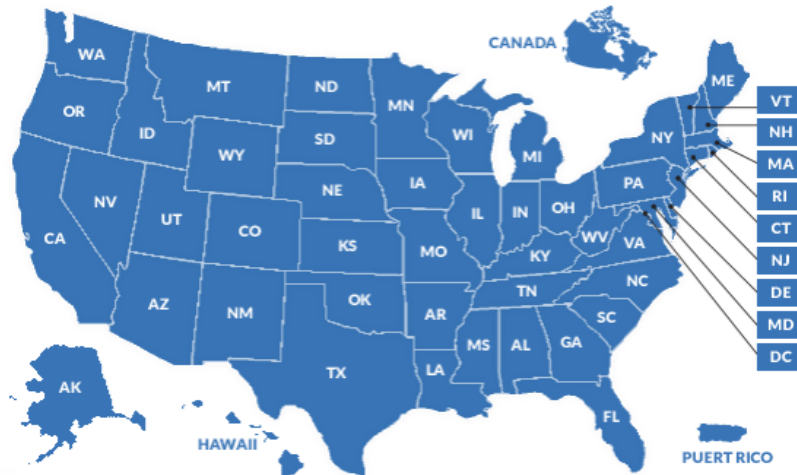
ima
Merchandise

- acknowledge
- appreciate
- award
- achieve

IMRA Representatives Directory


Locate IMRA Reps In Your Area

Use the map below to locate IMRA reps. Click on a state in the map to see all reps in that state or use the search option to the right to search by name, company or state.



[View All](#)

Find an IMRA Representative

By First Name 

By Last Name

By Company

By State/Province 

SEARCH



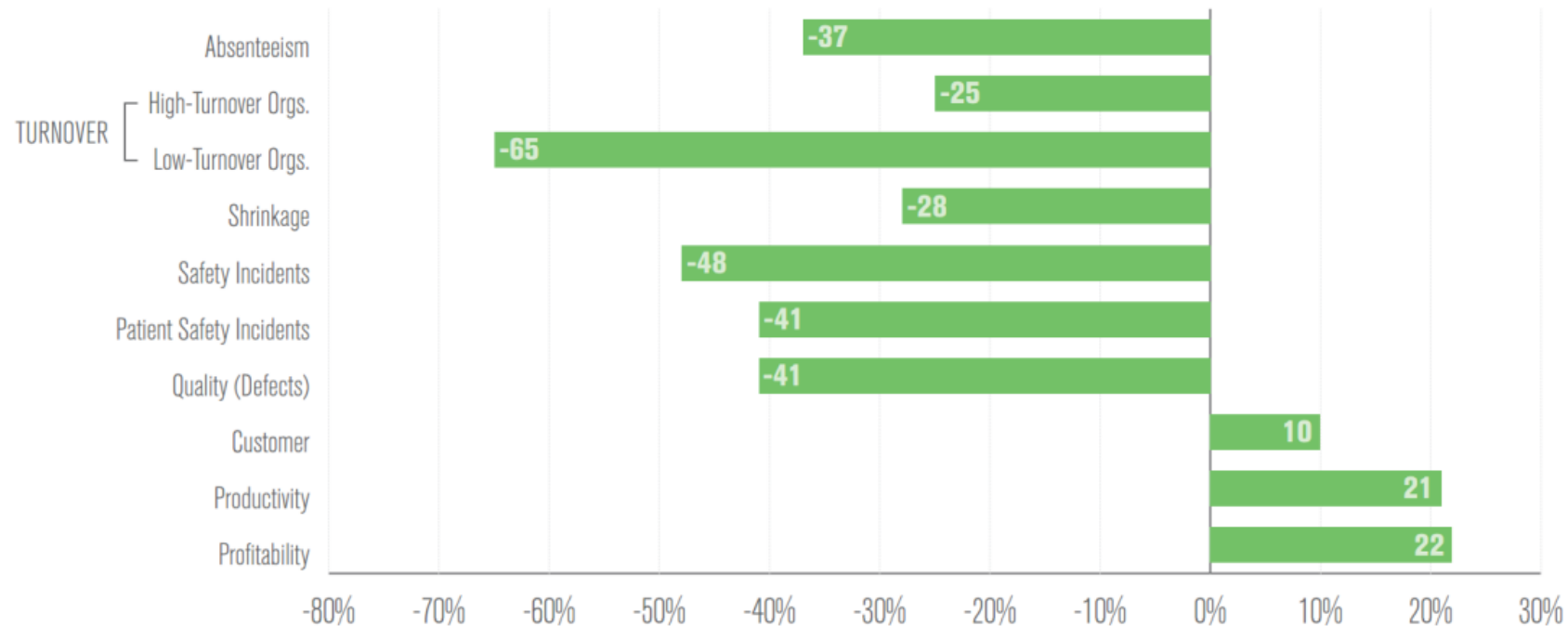
<https://www.imraonline.org/>

Engagement Facts & Figures

According to Gallup, highly engaged companies, those in the top 25%, as compared to poorly engaged companies, in the bottom 25%, have the following characteristics:

Engagement's Effect on Key Performance Indicators

Median outcomes between top- and bottom-quartile teams



Engagement's
Connection to
Everything

Role of Engageme

- ü There is a direct correlation between the level of employee engagement and a company's performance
- ü Improve employee engagement to improve the bottom line
- ü In order for customer service to improve everyone in the organization from the CEO down must truly believe it's the right thing to do
- ü Companies with employee engagement rates over 50% are much safer and enjoy customer retention rates that are dramatically higher than companies with employee engagement rates under 50%



Total Employee Engagement | Benefits



- ü Foster total employee engagement
- ü Promote all company goals and values
- ü Improves all employee communications
- ü Reduce turnover / improve retention
- ü Improve customer service & retention
- ü Enhances employee safety & wellbeing
- ü Increase employee morale & team building
- ü Improves company profitability
- ü Builds brand equity
- ü Maximizes cost efficiencies
- ü Create an outstanding work environment

The Power of Tangible Rewards



- ü Non-cash rewards are 2 to 3 times more effective than cash rewards when used in conjunction with individual recognition
- ü Tangible rewards are memorable and boast trophy value
- ü Participants asked to recall what they did with cash awards responded:
 - ü 29% paid bills
 - ü 18% could not tell you what they did with it
 - ü 15% said they never received cash
 - ü 11% bought something for the house
 - ü 11% think they may have saved it

Rewards with Trophy Value



Bowers & Wilkins



Calvin Klein



DOONEY
& BOURKE



ZWILLING
J.A. HENCKELS



Branding & Communications

- ü Custom reward sites – logo creation, tailored site skin colors
- ü Graphics – logos creation, vision statement, tag lines, banners, Ads
- ü Print communications – award catalogs, flyers, letters, posters, vouchers, fulfillment cards
- ü Site messaging – testimonials, news stories, welcome messages, program description, FAQs
- ü Promotional products – logoed merchandise, imprinted apparel, company branded online stores
- ü Custom packaging – launch kits, boxes, sleeves, tape, labels

Connections

- ü Interactive – email campaigns, video/multimedia surveys, quizzes
- ü Responsive design – web, tablet, mobile
- ü Instant recognition – face-to-face, spot awards
- ü Feedback – training, orientation, surveys, quizzes
- ü Team building – Peer-to-Peer recognition
- ü Sub-admin – manage participants, points, reports



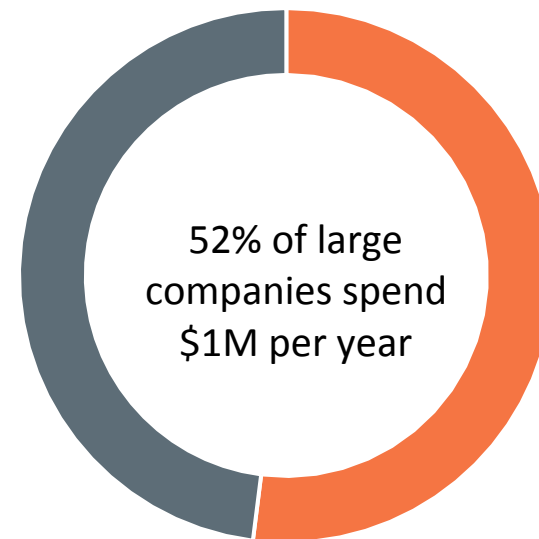
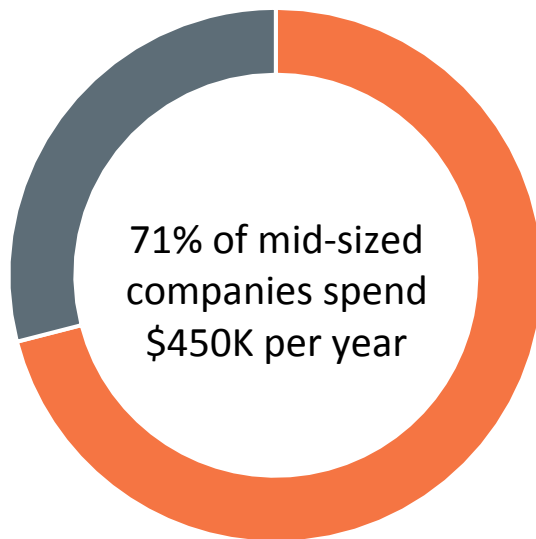
Incentive Gift Card Council (IGCC)

www.usegiftcards.org



- acknowledge
- appreciate
- award
- achieve

Annual Gift Card Spend



BOTH SAY THEIR GIFT CARD SPEND IS **INCREASING**

Find a Gift Card Provider

The Incentive Gift Card Council is comprised of many different types of companies within the Gift Card industry. From Merchant Partners (like retail, dining, or other places you may shop) to Vendor Partners (like card printers, marketing agencies, etc.) you will find what you're looking for to either jump start your gift card program or enhance an existing one. Check out the categories below to find a member that fits your specific need.

MERCHANT PARTNERS

A merchant or retailer is a company whose core business is to sell consumer goods and services directly to the end consumer (such as a coffee shop or department store). Use this to buy gift cards directly from the company of a specific brand.

DISTRIBUTION PARTNERS

Gift card distributors provide gift cards for multiple brands and/or pre-paid Visa, MasterCard, Discover or American Express cards as well as provide multiple distribution offerings through 3rd party, B2B and online sales channels.

VENDOR PARTNERS

Gift card vendors drive the betterment and innovation for the gift card industry and the overall consumer experience through product, technology, and enhanced capabilities for retail gift card programs.

AGENCY PARTNERS

A gift card agency manages gift card programs on behalf of the retail brand. This may include sales & marketing, contract negotiations, sales reporting for these programs/channels. Typically, they are an extension of the retail brands gift card department handling non-store programs and other channels outside the in-store programs. They may also advise the retail brand on best practices for marketing and advertising their gift card programs.



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CALENDAR

8/12/2020 - 8/12/2020

IGCC's Follow up to RGCA Coffee Break Discussion: Diversity & Inclusion; Next Steps

8/26/2020 - 8/26/2020

IGCC Member Lunch Break: Conversation on the Status of Re-Opening

9/9/2020 - 9/9/2020

IGCC Webinar: Loyalty Programs - Research Results



NEWS

Upcoming Xoxoday Webinars
8/5/2020

Incentive Federation Inc. Releases Summary of Paycheck Protection Program Flexibility Act
6/18/2020

Are Your Sales Employees Cut Out for Remote Work?
5/15/2020

Incentive Federation

www.incentivefederation.org



The Future is...



- Now, more than ever, employees are being rewarded & recognized
- Employee programs play a critical role in a crisis and can be amended
- Successful companies don't cancel employee programs in a crisis; they adapt
- For programs that continue in the crisis, 56% reported no budget change

Cindy Mielke, CPIM

cindy.mielke@tangocard.com

Stephanie Harris

sharris@theirf.org

David Gould, CPIM

David.gould@crworldwide.com

Brian Galonek, CPIM

brian.galonek@incentiveusa.com

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