

2020 IRF RESEARCH ADVOCACY PARTNERSHIPS



January	The IRF 2020 Trends Study A qualitative review of the top trends impacting incentives and rewards in 2020.
February	The IRF 2020 Wellness in Meetings and Incentive Travel Study A look at prioritization and implementation of wellness in incentives and meetings based on IRF's database survey.
March	What Top Performing Companies Do Differently for Incentives and Rewards (Overall Findings) Broad analysis of how top performing firms design their incentive and rewards programs differently than all others.
April	Measuring Success: How to Analyze Incentive and Reward Programs A look at the wide range of indicators being used to determine if incentive programs are successful, including ROI, soft metrics, and attendee feedback.
May	Global Disruption in the Incentives Industry / Toolkits A review of threats to running incentive programs, including data security, tariffs, travel hazards, politics, economic downturns.
June*	Top Performer Study: Manufacturing Summary report of how top performing manufacturing companies design their incentive and rewards program, with comparison to overall top performer benchmarks.
June*	Top Performer Study: Technology Summary report of how top performing technology firms design their incentive and rewards program, with comparison to overall top performer benchmarks.
June*	Top Performer Study: Financial Sector Summary report of how top performing financial services design their incentive and rewards program, with comparison to overall top performer benchmarks.
July	The IRF's Top Trends in Incentive Program Design How successful incentive programs are designed, measured, analyzed, and reported to management.
August	Incentive Travel Toolkit An overview, including benchmarks, best practices and the "greatest hits" that IRF has on incentive travel. Will include both milestone studies as well as studies from the last two years.
September	2020 Incentive Travel Industry Index A wide-ranging study of the state of the incentive travel industry: a historical snapshot of where the industry has come from and a predictive hypothesis of where it is going.
October	The IRF Points Study Best practices and creative uses of points to motivate and reward program participants. Included how to use points to engage more participants, "nudge" desired behavior, and deliver personalized rewards.
November	Reward Preferences: Making a Lasting Impact on Incentive Program Participant A comprehensive review of how to select and present rewards that will increase motivation. Will include personalized merchandise, customized experiences, and immediate gratification via new payment technologies.
December	Industry Outlook for 2021: Merchandise, Gift Card, and Event Gifting Incentive industry outlook, including benchmarks, preferences, trends in merchandise, gift cards, and event gifting
December	The IRF Quarterly Academic Review Full review of all academic studies related to incentives, rewards and recognition in 2019. (Includes 3 quarterly releases as well in Q1, Q2, and Q3)

PREMIUM PARTNERSHIP (\$11,000 USD)

11 Opportunities

Partnership includes the following recognition:

- Logo recognition with link to company site on general research landing page
- Choice of Study where recognition takes place
- Logo recognition and one dedicated promotional slide on any related PowerPoint/ Webcast(s) (any supporting material)
- Text recognition in dedicated research press release
- Weekly (4) sponsor thank-you social media post
- Logo recognition and 50 word company description on dedicated research e-blasts
- Logo recognition on any dedicated research infographic or webinar pages
- In-person speaking engagement or webinar from IRF representative, travel costs not included

TOP PERFORMER SUMMARY PARTNERSHIP (\$7,500 USD)

3 Opportunities in June

Partnership includes the following recognition:

- Logo recognition with link to company site on general research landing page and dedicated research webpage
- Choice of Top Performer Vertical Summary Study where recognition takes place
- Logo recognition and one dedicated promotional slide on any related PowerPoint/ Webcast(s) (any supporting material)
- Text recognition in dedicated research press release
- Weekly (2) sponsor thank-you social media post
- Logo recognition and 50 word company description on dedicated research e-blasts
- Logo recognition on any dedicated research infographic or webinar pages

>> Activate your partnership today by emailing sponsorship@theIRF.org.