



# IRF Leadership Insights Forum October 11-13, 2021



## IRF 2021 Leadership Insights Forum: Transformations

The 2021 IRF Leadership Insights Forum is targeted to an elite group of C-suite incentive house and end-user executives with responsibilities for engagement and motivation programs. During the two-day experiential event, 60 attendees will have access to pre-released IRF research and participate in insightful facilitated discussions.

The Leadership Insights Forum is an opportunity for attendees to rethink, enhance, or transform their incentive programs. We'll gather in Boston and be inspired by a city that is always striving to create, innovate, and evolve. You'll have the opportunity to discuss best practices, access top research, and collaborate with your peers to transform your programs using design and data. We will concentrate on a variety of important studies, with two studies being shared prior to release:

- *The Psychology of Points (preview!)*
- *Industry Outlook for 2022: Merchandise, Gift Card, and Event Gifting (preview!)*
- *The Impact of Destination Choice on Motivation*
- *2021 Incentive Travel Industry Index*

We'll gather at Boston Harbor, which has been transformed from one of the filthiest in the nation to one of the cleanest. The Encore Boston Harbor is a stunning example of the new development that is attracting locals and visitors to an area that was inaccessible a generation ago. The Leadership Insights Forum will include several functions where attendees can network and experience the best Boston Harbor has to offer incentives professionals.

The Leadership Insights Forum is a can't miss networking event for any company looking to spend dedicated time and develop lasting relationships with the leaders of the incentives industry.

### ITINERARY

#### Monday, October 11, 2021 Program Begins at 2:00 pm

Registration Opens  
Team Building for All  
Welcome Reception  
Dinner

#### Speakers Include

Allan Schweyer - Chief Academic Advisor, IRF  
Susan Adams - Vice President, Next Level Performance  
Rick Garlick - Chief Research Advisor, IRF  
Adam Presslee - University of Waterloo  
More to be announced!

#### Tuesday, October 12, 2021 Full Day Program

Breakfast  
Opening Session & Discussion Groups  
Morning Break  
Education Session & Discussion Groups  
Lunch  
Education Session & Discussion Groups  
Afternoon Break  
Closing Session  
Closing Reception & Dinner

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PARTNERSHIP OPPORTUNITIES





# 2021 IRF Leadership Insights Forum

OCTOBER 11-13, 2021

## PARTNERSHIP OPPORTUNITIES

The **2021 IRF Leadership Insights Forum** is an exclusive education and networking event. There are only four Platinum Partner Opportunities available. This is a unique opportunity to spend time with incentives industry professionals in a collaborative setting.

Benefits:	Cost: \$10,000 USD
Two (2) registrations to the event	✓
Logo recognition on all related marketing collateral	✓
Logo recognition on event webpage and registration thank-you email	✓
Verbal and Logo recognition from stage	✓

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