

IMA CHAT

JUNE 2022



THE OFFICIAL PUBLICATION OF
IMA EUROPE

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PRESIDENT'S MESSAGE



*Andrew Johnson
CEO Diggecard
President of IMA Europe*

IMA Europe, part of the USA based Incentive Marketing Association, was formed to develop the benefits that incentive marketing offers to all kinds of organisations across Europe and with over 100 member companies, the European membership continues to go from strength to strength.

In his role as president, Andrew will work with the association's commercial director and the board; leading virtual meetings and increasing touch points with members, of which there are many on a weekly, monthly and quarterly basis. The online coffee chats and in person events provide plenty of opportunities for members to interact with the association and each other.

In person events are officially back on the agenda with a recent events in Paris and Amsterdam. Delegates can make the most of seeing one another in person, excellent networking and a packed agenda. In person events will continue to focus on all areas of incentive marketing, with a spotlight on innovation in the sector, through the Innovation Showcase.

The IMA offers a relaxed and friendly atmosphere, allowing mutually beneficial relationships to flourish. Andrew will continue to foster this collaborative approach and use his expertise and connections within the industry to carry on the progress made by his predecessor, Sean Wilkinson.

Find out more about IMA Europe, the membership benefits and how to join the supportive network here. <https://www.imaeurope.com/>

WELCOME NEW MEMBER - BEST HOPES COACHING & CONSULTING



*By Jane Viljoen
Corporate Psychologist and Founder of
Best Hopes Coaching and Consulting*

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As a Corporate Psychologist, I cover a range of business support services, specialising in the fields of Emotional Intelligence, leadership and building trust in teams and wider organisations. With a team of amazing psychologists, coaches and performance experts at Best Hopes Coaching and Consulting, we support organisations with team and leadership development programmes and leverage a combination of neuroscience and positive psychology for improved self-management, communication, and engagement. As founder and 'head coach' I find myself speaking at conferences and events, working with teams and delivering 1-1 coaching for clients across the world.

Being a psychologist in business, I bring the science of human behaviour 'to life' and enable organisations to consider how they can positively influence behaviour change. Some companies need help engaging their own employees, others face the challenge of influencing public health or opinion. Insights into what motivates and engages people vs what creates disconnect and apathy is critical in a post-pandemic era where consumers and employees are more discerning than ever before!

I love helping people to thrive and reach their potential and with a foot in the world of business and the other firmly standing in science-based development, I seem well placed to help people see the world through a different lens.

Across many industries and organisations there is an emerging desire for authenticity and a definite evolution towards compassionate capitalism. I see this every day in the work I do with leaders who are navigating the balance between being profitable, and leading colleagues and clients in an inspiring way. Many organisations come to me because their biggest resource- their people- are not fulfilling their potential, not in their creativity, productivity or relationally, because they don't yet have the tools of conscious and emotionally intelligent leaders. In a marketplace where employees have more choices and feel a sense of newfound freedom to be true to themselves, its critical that employers respond appropriately.

I help by introducing them to the neuroscience of trust! I show them the impact of language, conversations, intentions and how all humans are often just one step away from being 'triggered' until they learn to manage and grow in their personal or organisational effectiveness. The human side of the I&M industry is likely to shift with the cost of living 'crisis' which is already here and will get worse before it gets better. Empathy, compassion, and a consumer-focused approach is likely to be the way forward through this metamorphosis of human behaviour.

I am new to the incentive, reward and recognition space and yet I see immense opportunities to raise the 'consciousness' of how consumers experience and engage with the process of being recognised for their loyalty. In my work I deal with emotional intelligence measured as 'EQ' and conversational intelligence known as 'C-IQ', I am wondering what I can discover about incentive, reward and recognition intelligence, 'IRR-Q' over the coming months! Thanks for welcoming me as a new member of IMA Europe.

CASHWAVE: BRINK OF BANKRUPT TO BOOMING - A SUCCESS STORY



*Stoytcho Vlaykov
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Cashwave.com is a B2B digital gift card distribution platform offering large corporate clients a thoughtfully curated portfolio of 300+ e-gift card brands in 12 currencies in 32 European countries, selected to reflect local preferences. In recent years, we have become the European gift card provider of choice for Top 20 Global Employee Rewards programs, who need a reliable and efficient partner to source, manage and distribute digital gift cards (rewards) across Europe, with a robust and scalable operating model. But getting here wasn't easy!

Cashwave was founded in 2012 with an idea to develop a software product allowing immigrants from Emerging Europe to send money back home in the form of gift cards for supermarkets. We launched that product in 2014 in partnership with REWE International, however, as with many technology ideas, the product was too early for mass adoption and we had to discontinue it. In 2016 I had to fire all employees and faced a stark choice: give up and declare the company bankrupt, or take one more chance and risk my last EUR 50 000 of liquid savings on an opportunity that arose from a purely coincidental introduction to a B2B client who needed gift cards in Romania and Bulgaria. I thought hard and chose the latter.

The rest was just hard work including the hustle to strike retailer partnerships, often with retailers in Emerging Europe which had never engaged in B2B sale of gift cards before.

By the time we had moved our 1st million of e-gift card volume we were a "team" of 2 founders with a vision, paying ourselves wages equivalent to call centre employees so we could afford a part time engineer to build our initial software platform. Since that time, we have never looked back, as clients clearly liked our proposition and gave us ever more brands and markets to handle for them.

Cashwave has grown by 100% over each of the past three years. We expect our gift card volume to reach EUR 30mn in 2022, as clients entrust our platform with more and more of their country and brand requirements across Europe, and are able to accelerate their own growth knowing that Cashwave is a reliable partner to underpin their product and service offering to corporate clients. The past 5 years have been both the most difficult and the most exciting years of Cashwave's and my personal life, and I am immensely grateful to IMA Europe for being my professional "family" over these years, with great entrepreneurs and professionals providing advice, support and a sense of community and belonging.

The corporate rewards market is growing significantly worldwide, and in Emerging Europe there is enormous catchup potential compared with Western Europe and the United States.

Several factors have fuelled the significant increase in e-gift card volume handled by Cashwave's platform. Our exclusive focus on the needs of global rewards and recognition clients has been a winning strategy. We see ourselves as the key enabler the digital supply chain for their corporate clients that want to offer digital gift cards in multiple countries across Europe. We go the extra mile to select the right portfolio of local brands that properly acknowledge the employee's home market and therefore better drive engagement, be it in Romania, Poland, Netherlands or Switzerland. Of course, we also offer global brands such as IKEA, Zalando in 20+ countries in Europe, as end users like to have the choice and our B2B customers prefer a streamlined and efficient supply chain.

Six years ago, the physical format dominated rewards offerings in the gift card category of our B2B clients rewards catalogues and accounted for 20-25% of the redemption value.

Today, many clients report the share of gift cards to be 60% or more of the total redemption value in many of the markets we serve, with the digital format (including barcodes for in-store use) accounting for 80-90% of their gift card volumes. This is a massive shift driven by both a younger employee end user demographic using the recognition portals of our clients as well as the "digital first" approach to gift card sales of many e-commerce brands, as well as catch up efforts by traditional retailers adopting multi-channel enabled gift card formats.

Consumer habits and preferences are ever more complex and dynamic. Changes in the past 5 years mean employees having ever higher expectations from the rewards and recognition experience based on ease of use, choice and delivery times of large e-commerce brands which they use regularly.

Most recently, we have been fielding requests and interest from our B2B clients and their corporate user base for e-gift cards and rewards which are more focussed on local brands/businesses including those with high ESG credentials.

We are trying to reconcile 2 somewhat conflicting goals of offering a choice for every possible taste and need in the e-gift card reward selection of our clients versus the reality that smaller, local brands often lack both the know-how and understanding needed to engage in B2B sales to a rewards or recognition program as well as the technology capability needed to be efficient and do so at scale. We are making significant technology investments to make our next generation B2B rewards platform suitable for accommodate smaller niche brands who do not have any experience or technical platform in this area, including features such as easy self-onboarding tools to guide such brands to join our product portfolio and pre-provisioning of e-gift codes capabilities of the largest e-commerce platform providers which serve millions of new digital first retailers and service providers. Eventually we envisage Cashwave as a platform where both B2B clients and various retail, service, travel, education and NGO brands can transact with each other in an easy and open manner. I see this as a key enabler for growing the whole rewards and recognition eco-system to be more inclusive of local businesses.

Inflation is sweeping across the world and will certainly have implications for our industry.

Clearly the cost of living crisis is top of mind for the average employee, and we are already witnessing labour disputes on a scale not seen in many years. Usually, employee rewards and recognition program providers aim to maximize the effect of the recognition "moment" for the employees, typically linked to a physical reward (even if redeemed via gift card) or an "experience" which the participant will remember and connect intuitively with their employers and the recognition of their performance or a specific achievement. Inflation worries within any workforce can introduce some real challenges to design reward solutions that continue to provide the desired incentivization benefits to ultimate beneficiaries while being considerate of the day-to-day challenges many employees face.

We have already received queries about adding fuel cards and supermarket vouchers to some reward programs, which might be an indication of shifting priorities for employers and their expectations toward the utility of a reward programs especially in markets with lesser purchasing power or where corporate clients have a much larger share of blue-collar workforce. The challenge here is how to best manage these programs so that the bond between employee and employer, and the sense of recognition and reward is strengthened rather than weakened. This requires all pieces of the value chain between employee and retailer to work seamlessly in terms of design and execution, and intermediary platforms such as Cashwave have an essential role as one of those connectors.

For us - that means a focus on security, data protection and compliance, which are becoming more complex across the 32 markets in Europe where we serve our clients. As well as delivering a major new upgrade of our software platform and investing significantly into our engineering and software product team, adding senior experienced roles to ensure the delivery of best in class technology. It's a changing, but very exciting time.

MULTI-FLEXIBLE BENEFIT PORTALS: MAKING EMPLOYEE REWARDS EASIER AND MORE FLEXIBLE



*Mark Gregg, IMA Europe Board Member DACH and
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Employers are under more pressure than ever to take into account individual wishes and needs when it comes to successfully retaining staff with added benefits. But for many, truly offering tailored benefits remains a challenge. Thanks to digitalisation, so much more is possible here now, says Mark Gregg. He is convinced that new multi-flexible benefit portals in Cloud are real gamechangers in this field – one that employees and employers alike stand to benefit from.

Company workforces are growing more and more diverse. The wishes and needs of these workforces are as diverse as they are – and these can change constantly based on age and life situation. Many companies would like to offer more benefits, but more than two or three solutions are not possible. They worry that selecting and handling several benefits would simply cost their HR department too much time and money. The process-related integration and financial and tax management could quickly become over-complicated. This is not to mention the fact that their tax advisers might soon become overwhelmed in this very specialist field and given the wide range of options and regular tax adjustments.

So in the past they have opted for benefits like the JobTicket, free drinks, a fruit basket or a staff parking spot, on the assumption that these represented ideal added value for the workforce as a whole.

BONAGO

Incentive Marketing Group

These offers have long since become irrelevant with the reality of New Work and its hybrid working models. Anyone who is no longer in the workplace every day has very little to gain from a free company parking space or free drinks. The trend is now moving towards benefits which work irrespective of this – depending on what is practical or desirable for employees themselves or their families.

Companies are now already much more aware of the importance of viewing and valuing their employees as individuals. Based on a study design developed with a famous German university, BONAGO regularly carries out studies with heads of HR and CEOs of German companies.

"The next generation of employees is not hung up on what their exact starting salary will be. For them it is important that their performance is seen and rewarded and whether they see a path for their own further development within the company. The one-size-fits-all approach doesn't work anymore."

Our current study reveals that the majority of respondents use retention methods. But these often fail due to a lack of capacity and available in-house expertise when it comes to implementation.

There is a promising trend in new platform solutions which promise stakeholders far more options and considerably less complexity: A portal provides access to an all-inclusive solution with classic benefits, insurance, pension offers and tax-free extras. Such portals generally offer a range 25 benefits or more. The company initially decides which benefits it would like to offer its employees. It can then add to and expand on this portfolio in future. Whether offers related to starting a career,

starting a family or pensions, boosting work-life balance or mobility, leisure, health, relaxation or shopping: each employee can select their dream benefit online using the self-service principle and adapt these flexibly any time. The rest – documentation, supplier clearing and benefit collection – happens on an automated basis and without any great effort by the company.

This solves a number of problems at once. That is the unique advantage of a multi-flexible portal: all requirements are already pre-integrated, processes are fully automated and the relevant specialist taxation and finance know-how incorporated in the background. The portal integrates the various providers and their products in one single system. Other systems like corporate ERP, payroll and HCM providers or else DATEV can be connected easily using interfaces. A cockpit function gives employers access to contracts, analysis and information at all times.

One key highlight is the personal support provided by the Feelgood Managers as part of the all-inclusive portal service – those are specialists that are on hand in addition to self-service technology. They can brief and advise employees by phone and via video where necessary. They can help when it comes to new and slightly more complex products or when it comes to finding suitable solutions for the specific life situation of an employee. They are acutely familiar with all the details, including the latest legal and tax aspects. They can therefore provide employees with help on a continuous basis and ease a lot of strain on the HR department.

The Cloud-based solution opens up new design options, more variety and more flexibility for all companies. It eases the strain of the administrative processes associated with benefit management considerably. This in turn contributes to HR budgets being applied more efficiently and not spread too thinly. That makes it interesting to SMEs too, previously it was only larger companies that could afford more choice when it came to benefits and their own comp&ben managers. Now even they can benefit from this innovative technology by integrating their diverse in-house solutions in this unique portal system!

That's not to mention the edge in knowledge: it's not every HR decision-maker that's aware of the latest benefits on the market, like an electric car subscription, for instance. Having a subscription like this in the portfolio can effectively underscore corporate sustainability and mobility concepts.

At the same time, it is very attractive to employees because not only can they use the electric car offer to benefit from tax privileges, also available to their family members. With an option of six- or twelve-month leasing periods as opposed to the previous three years, it offers more freedom during leisure time and a choice of the latest car models. The portal provides companies with a unique opportunity to offer innovations early on and to position themselves well when competing for new talent with unique additional benefits.

Bonago is offering a multi-flexible portal solution for the German market – the first of its kind. Preparations are already underway, as part of partnerships with other providers, to roll out the system to other countries: Everything is set up with just a few clicks. The onboarding has been kept very simple, no specialist tax or technical knowledge is required. Companies can therefore use it to build on a holistic concept for employee acquisition and retention, the modules of which you can promote on a targeted basis internally!



YOU'RE PART & AT THE HEART OF THE IMA IN BUILDING BEHAVIOUR-BASED INCENTIVE PROGRAMMES



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For this article, like my first 2 articles this year – the constant is people. Whether we're set up to meet people (thankfully), or that people matter whether it's EX or CX, people must be at the very heart of everything. For incentives, I'm leaning on two of my ITA Group colleagues, Ellen Linkenhoker and Brian Steele, to help us flesh out this subject.

Consider the DNA of the IMA. Its purpose brings industry companies and professionals together to create meaningful, additional value for clients and end-user participants. In many aspects, Covid created a slowing down to take-stock and evaluate processes and best-practices. Now we see an acceleration of practices to capture, regain or retain customers.

While many of you provide a gift card, some enablement technology, and so on, the business we're all in boils down to developing successful behaviour-based incentive programmes and here are some tips ...

It's more than sales rewards

Tying incentives to a single sales outcome often leads to lacklustre or unsustainable results. Focusing channel incentives on partner behaviour rather than rewarding traditional transactions is critical to driving channel success and loyalty.



Communication is critical

You will drive adoption of your behaviour-based incentive programme more effectively by communicating priorities and value propositions to partners. "Behaviour-based programmes are about getting alignment," says Brian Steele, Channel Partner Engagement Strategy Advisor at ITA Group. "You have to build that unique relationship with the partner."

Ellen Linkenhoker, Insights & Strategy Leader – Channel, Incentives & Marketing Strategy at ITA Group, also recommends vendors prioritise communication of a core brand statement when developing behaviour-based programmes. "It's about more than incentives, but rather engaging with partners at every step of their journey to impact the buyer's journey."

Even large incentives can be insufficient to sustain programme engagement and vendors should not assume otherwise. Brian adds, "I see a lot of mistakes in the design of programmes where vendors think they can cut back the communications if the rewards value proposition is strong enough. That frame of thinking is incorrect. What's critical to a reward programme is communicating it."

Engage all partner staff

Unlike traditional incentive programmes, behaviour-based programmes are designed to reach a variety of partners who may not be offered rewards for completing specific tasks or achieving milestones. This expansion of the incentivised audience can be daunting for some vendors, says Brian. "It requires a deeper understanding of who is doing what and when. It's critical to identify who is in what role to funnel the right message to the right person."

Scale with a points programme

Using points to reward behaviours or activities helps make this scalable, allowing quicker roll out. We also recommend knowing where you need to incentivise. Know where you can make the biggest impact and start there, rather than everywhere. A points-based incentive also supports a more direct association on a specific activity with an award. Ellen adds, "It's important to bring the action and the reward close to align the behaviour you're driving and the positive reward reinforcement".

Win-win with behaviour-based programmes

For partners, more supportive lead generation activities are offered through impactful enablement, allowing partners to stimulate growth through cross-sell, renewal and up-sell offerings.

For brands, reputation is improved, customer advocacy and revenue increased.

For customers, they'll benefit from improved customer experiences that provides clear messaging and product positioning. Continuous engagement helps build client confidence in renewal or retention decision-making.

For more tips on how your channel programmes identify, communicate and incentivise activities that help partners win business and extend customer lifecycles – go to <https://www.itagroup.com/incentives>.



IMA EUROPE SUMMIT – LONDON 28TH SEPT 2022



We look forward to welcoming you all to the stunning Church House located in central London for the IMA Europe Summit on September 28th 2022.

Registration will be from 9.45am

The schedule will commence at 10.30am

Followed by lunch at 12.00pm

Speaker sessions will begin at 1.00pm - 5.30pm

The event will be followed by a networking drinks reception from 5.30pm - 6.30pm
Speakers and Agenda are been finalised and will be communicated soon.

[CLICK HERE TO BOOK YOUR TICKETS](#)

Sponsorship & Partnership opportunities available, please contact phil@imaeurope.com

IMA - WELCOME NEW MEMBER: BOL.COM



Bart Mathieu
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Bol.com opened its doors on 30 March 1999 as an online bookstore in the Netherlands. We wanted to make buying books easier. After five years, we decided to broaden our horizon and we added entertainment, electronics and toys to our assortment. Many more product categories followed after that. But we didn't stop there. Innovation is in our DNA, and it is our mission to make everyday life of our customers easier so they can make the most out of their day. Therefore, we introduced last-mile services starting with 'ordered today, delivered tomorrow' and nowadays customers can choose from several delivery options. But we didn't stop there either. In 2011 we started collaborating with partners, giving small entrepreneurs a chance to sell their products via our webshop and grow their businesses.

Through all these innovations, bol.com has transformed into a popular e-commerce platform with over 13 million active customers in the Netherlands and Belgium, a product range of 41 million items and 49,000 sales partners who sell their goods through the bol.com platform (on 31 December 2021). No matter what you are looking for: fashion, furniture, electronics, toys, office supplies, games and of course still books. You can find it all at bol.com. That is why we call ourselves 'the shop of all of us' ('de winkel van ons allemaal' in Dutch).

One of our best sold products is our gift card. We offer physical and digital gift cards with various themes to match any occasion, making it a great gift in loyalty and incentive programs. For years now, it has been the most popular gift card of the Netherlands (source: Giftcard Monitor 2021 by

GfK). And last year, our gift card was even awarded Giftcard of the Year in the Netherlands. This is not only because bol.com offers a wide range of products to choose from, but also because of our user-friendly order process and outstanding customer service.

bol.com & sustainability

The will to improve comes naturally to us at bol.com. Where we pioneered in 1999 by opening Europe's first online bookshop, we now want to inspire in making e-commerce more sustainable. As one of the largest online retail platforms in the Netherlands and Belgium, we are at the heart of society and have the opportunity to make a positive contribution to it.

We want to do better every day: from packing and delivering as economically as possible to using 100 percent wind and solar energy in all our buildings. With our sustainable assortment, we want to help customers make a conscious choice and we reduce our CO2 emissions per package as much as possible. By 2022, bol.com will be climate neutral according to the Climate Neutral Certification standard. Together with the international consultancy Climate Neutral Group, bol.com has mapped the CO2 emissions of its processes – from the moment that articles arrive at bol.com in a fulfilment center to the delivery to the customer's doorstep, and everything in between – and set reduction targets according to the rules and guidelines of the Paris Agreement. The remaining emissions are compensated by bol.com. For the 49,000 sales partners who sell via the platform, bol.com also compensates the operational emissions.



IMA EUROPE SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

THE ONLY TRADE ASSOCIATION DEDICATED TO THE INCENTIVE, REWARD & RECOGNITION INDUSTRY

IMA Europe offers you the opportunity to tap into a community of over 100 Member companies (and growing) from across Europe, U.S and M.E.A in addition to a global community of over 500 incentive professionals.

Return on Investment

- Exposure to European, U.S and M.E.A Incentive, Reward and Recognition industry
- Industry leaders - Audience of over 100 European and 300 U.S Organisations representing 24 countries
- European audience - 28% CEO's, 42% Company Directors and Decision Makers
- Thought leadership – Positioning as a leader in your industry
- Total audience of 7,050 (Dependent on Partner / Sponsor package)

Exposure Opportunities Available

Events

Regional - Paris in March hosted over 130 industry professionals. Next up will be Amsterdam on June 15th
Annual Summit – To be hosted in September in London in Partnership with the Incentive Awards

All our events and the Incentive Awards offer multiple sponsorship and partnership opportunities to gain enhanced exposure of your brand to the key players in the industry.

To find out more please contact phil@imaeurope.com or kate@incentiveawards.org

IMA Chat

Our Bi-Monthly industry publication is circulated to our engaged audience via Direct mail, LinkedIn, Social Group sites with a total reach of over 7,000 Global industry professionals

We offer the opportunity to advertise your brand in one or several editions of our publication.

To find out more please contact phil@imaeurope.com

Virtual Showcase

A virtual session designed to promote your business. Invitations will be shared to our database to attend the virtual session, also the recording from the session will be shared through our social channels post event, further enhancing exposure.

To find out more please contact phil@imaeurope.com

NEW MEMBER WELCOME - YOUTAGIFT



Husain Makiya, CEO

www.yougotagift.com

Intro:

YouGotaGift is the Middle East's first marketplace for digital gift cards. Founded in 2013, with regional offices in key markets, YouGotaGift leads the cultural shift of digital gifting in the region.

What does YouGotaGift do?

As an end-to-end digital Gift Card platform, YouGotaGift connects the region's top retail brands with consumers (B2B) and businesses (B2B) through prepaid digital cards.

With a network of 700+ retailers, YouGotaGift is a trusted partner to 2,000+ corporates (private and government), 40+ major loyalty programs (banks, telcos, etc.) and 2M+ users.

Our enterprise solutions integrate with various loyalty programs across major regional banks and telcos as a last mile redemption partner through state of the art APIs. Our self service digital distribution platforms for employee and customer rewards deliver a highly personalised and seamless experience trusted by thousands of businesses across the GCC, including the UAE, KSA, Kuwait, Qatar, Bahrain, Oman and beyond.

Our consumer business, the first of its kind ecommerce destination for eGift Cards and multi-store cards in the region, has been pioneering the delivery and acceptance of digital gift cards. Our fast-evolving applications, integrated with wallet and payment features deliver unique and personalised experiences for all occasion-based gifting and self use.

We take strong pride in our market leading position and invest in highly secure and scalable tech (We are the region's only PCI DSS Certified eGift Card platform), faster delivery and enhanced UX. We believe that as the market leader, our commitment towards our clients and consumers are paramount.

Insights to the Sector and Where we See it Going:

In the past few years, we've seen the interest of digital gift cards increase many folds. People are starting to understand that it's an easy, convenient and safe way to gift people. Retailers are also starting to discover the convenience and ease of digital gift cards and how they can impact the bottom line. The digital footprint and adoption of ecommerce has catapulted digital gift cards with more and more people getting comfortable with online transactions. The sector has grown, redemptions have increased and the global gift card industry is expected to cross \$2 trillion USD by 2027*. And in the GCC, it is expected to reach 4 Billion USD by 2024.*

Insights to the Sector and Where we See it Going:

Gift cards are fast becoming a preferred payment tool in the region. The rise in popularity of digital gift cards is driven by the growth of ecommerce and the post-COVID impact which brought more customers to discover the user friendliness and convenience of digital gift cards.

Given this rising interest and demand, we have ensured that we give customers the power of choice and have added more than 300 brands across the GCC over the last 2 years. Across the region, we currently offer over 700 brands.

With this in mind, we made sure that customers had the option – from buying a cup of coffee to the latest iPhone- we were always a preferred option for payment. We are equally focused on customer experience and acceptance.

IT'S TIME TO SUBMIT YOUR NOMINATIONS



Visit incentiveawards.org to view all the categories, we look forward to receiving your nominations. The nominations deadline for the Incentive Awards 2022 is Friday 22 July – here are five great reasons to submit today!

Due to continued growth and a sell out night in 2021, the Incentive Awards are moving to a new home. We very proud and excited to announce that IA22 will take place on Wednesday 28 September, at Church House Westminster, London.

IA22 ceremony will take place in the stunning Assembly Hall, enabling us to celebrate with more colleagues, ambassadors, professionals and award winners from across the industry.

Tickets are now on sale - we look forward to welcoming you for an evening of great celebration on Wednesday 28 September.

Book your tickets to attend

New categories for 2022

We recognise that as the industry continues to evolve and change, our award categories need to reflect those changes. A number of the categories have been revised a few new ones introduced, including:

Best Sales Incentive
 Inspirational Place to Work
 Best Incentive Travel & Experiential Programme has been reintroduced.
 The Recognition & Reward category has been split to enable agency nominations and in house programmes to be submitted, the same has been applied to the Health & Wellbeing category.

The Judging Panel Announced

We have been busy assembling the global judging panel for IA22 - we are honoured to announce our first group of judges, Andrew Johnson CEO Diggecard & IMA Europe President, Ian O'Doherty, CEO Appreciate Group, Dr David Cox, Chairman & Founder, Motivforce, Jill Scatchard-Bolton HR Director, Oakman Group, Holly Glowaty, Co-Founder Prizeout, Peter Pantelides, Group CEO Inspire Travel Group and Jane Viljoen, Corporate Psychologist.
 Don't forget - if you are an IMA Europe member, one of the many membership benefits is there is no charge to submit your nominations - simply add IA22 in the coupon field when submitting your entries.

WHY ENTER?

1. **Increased credibility**
 A business award win, short-listing or nomination can function as a third-party endorsement for your business. A win can give a seal of approval to your activities and is a sign of quality for potential customers. It can also help with supplier relationships. It's a great way of differentiating your company from competitors and will send out positive signals to customers.
2. **Free marketing**
 Business awards can be an overlooked tool in your marketing toolbox. They celebrate hard work and success and provide great PR opportunities. Just being shortlisted can improve brand awareness and promote your business to new customers. Make sure you maximise PR exposure and update your marketing materials with the award logo including business cards, website, literature, email, and sales material.
3. **Let them shine**
 Collectively award winners provide shining examples of excellence and best practices, from influential individuals to inspirational teams, program managers to rising industry stars. Make sure the people who inspire you are part of the mix.
4. **It's a morale boost**
 It is so nice to feel appreciated. A nomination from your boss, your peers or your team can provide a satisfying feeling. Receiving a well-earned award – or an acknowledgement of a nomination – will give your colleague a real morale boost.
5. **Tell the world**
 Celebrate the great work that you do – your product, service and great people. Do you work for the most Inspirational Company, have you developed an award-winning Reward & Recognition programme – maybe you could celebrate the success of your Health & Wellbeing programme, or are you a trailblazer – then maybe you are the Entrepreneur of the Year we are seeking!

NEW TO THE IMA EUROPE CONTENT HUB LAST MONTH. A LIBRARY OF KNOWLEDGE FOR THE INCENTIVE, REWARD & RECOGNITION INDUSTRY. PLEASE SEE BELOW SOME RECENT ADDITIONS

- Academic Research in Action: Loss Aversion and Incentive Design – IRF [Click Here to View](#)
- Non-Cash Rewards in a Period of High Inflation – IRF - [Click here to View](#)
- Gallup-Workhuman study finds organisations can save more than \$16M annually by having culture of recognition - Incentive and Motivation- [Click Here to View](#)
- Building Long-term Loyalty Through Incentives - The Wise Marketer - [Click Here to View](#)
- Six Essential Employee Engagement Trends that your company must action in 2022 - HR news – [Click Here to View](#)
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IMA "COFFEE CHATS"

We'd like to invite you to [IMA "Coffee Chats" and join us on Wednesday July 20th at 10.30a.m UK Time.](#)

IMA Coffee Chats is a Monthly casual virtual networking session with fellow industry peers to discuss a chosen topic and other related conversation.

Each session is designed to keep our members connected to share industry thoughts, opinions and insights in a collaborative whilst engaging platform.

[CLICK HERE to Register in advance for IMA "Coffee Chats"](#)

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