

IMA CHAT AUGUST 2022



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IMA EUROPE**

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PRESIDENT'S MESSAGE

*Andrew Johnson
CEO Diggecard
President of IMA Europe*

What a great event we had in Amsterdam back in June - we are still receiving such good feedback from this face to face get together. The planning team managed a fantastic day which was extremely well attended – in fact it was our second 'oversubscribed' meeting this year. There were several amazing speakers including loyalty directors from two blue chip corporates; ING Bank and KLM Air France. We are now looking forward to our annual Summit in London on the 28th of September. The day is shaping up well and will deliver more great content with a mix of speakers and panel discussions along with our first 'Coffee Chat Live'. There will be plenty of other opportunities for networking and the day will be followed by the Incentive Awards.

With soaring energy bills across the world and the cost-of-living crisis hitting hard in most of Europe, we need to make sure that every penny counts. Recent research suggests that these tough times will create more opportunities for the incentive industry. Dedicated employees are looking for practical rather than luxury rewards to supplement their day-to-day income. Also, points rewarded as part of a loyalty scheme may be redeemed sooner for home essentials or to fund a much-needed holiday or experience. There are several ways our industry can support the current economic situation and create new opportunities.

Industry changes, trends and opportunities alongside an overview of the different geographical regions we represent and the science of motivation and research from the Incentive Research Foundation are just some of the highlights planned for the Summit in September. The board and I are looking forward to welcoming members and a number of guests to Church House on the 28th of September. We still have some opportunities for sponsorship available so please contact Phil if you would like more information and don't forget to book your tickets if you haven't done so already!

See you there!

Andrew



LET'S BUILD AND GROW THE INCENTIVE INDUSTRY TOGETHER



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Director of Sales

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With just over two decades of growing history, the incentive industry is still relatively young. The IMA, as an organization was founded in 1998. GoGift has been around for nearly as long, and we have seen first-hand how this industry has developed – and we continuously try to play our role in constructively shaping it.

It's essential to work together for the industry's greater good – and hence for the benefit of all – partners, clients, and not least all of us that make the industry tick.

Here are some areas where we believe that, working together as one IMA, we can influence and make a difference in the incentive space:

REGULATION

- Let's share experience, best practices, and constructively help the lawmakers.

For better and worse, we are experiencing our industry increasingly being regulated. New compliance regulations concerning gift card sales have emerged recently—from GDPR, tax legislations, and open-book policies to country-specific limitations. Wrapping our heads around all these changes during accelerated global growth for the incentive industry has been quite the journey for many of us selling and redeeming gift cards across borders. It's a challenge for anyone entering new markets and certainly an area where we, as IMA members, can share knowledge.

For example, the German benefits-in-kind has been updated to reflect an increase from a €44 tax-free amount to €50 in 2022. However, the rules for gift vouchers became stricter and somewhat of a grey area. Tax authorities have amended some clarifications to the original legal restrictions. Still, it remains a struggle to make sense of and understand what the new changes mean for global gift card distributors.

There are also regulations concerning what happens when a gift card expires.

Global gift card providers must work around different validity periods. Most countries don't offer any rights in terms of renewing a voucher or having it paid out in cash. Still, in Denmark, for example, the law dictates that you as a consumer can have a gift card paid out in cash – even up until a year after the expiry of the gift card. In the US, we are increasingly seeing states going after unused funds, most recently with the State of New York accusing H&M of not having correctly transferred unused gift card balances to the State's Abandoned Property Fund.

With its unique lingo, let's not forget the AML/KYC/KYB; even old-timers in the industry may sometimes have difficulties understanding what it all means within the incentive space. We must manoeuvre within an ecosystem of preventative measures to avoid money laundering and fraudulent activities and ensure the secure handling of personal data. From global requirements for KYC to KYB to the introduction of e-money into the gifting spectrum, we must constantly ensure we are in due diligence regarding compliance. This is also an area where we, as IMA members, can share best practices.

COMMODITIZING

- Let's ensure it doesn't become a race to the bottom, undermining the industry we have built. Along with more digital rewards and mobile-first approaches, we have experienced that the gift card side of the incentive industry has significantly commoditised. A gift card is more than just a code with a value; at least, it is our job to make it more than that. We must understand how our target audience matures and educate about the industry economics, all while making sure that we don't sacrifice industry standards and dilute what we diligently have built. Let's work together to put more focus on value-adds to avoid discounting the bottom out of our already paper-thin margins. At the end of the day, all our clients value creative, solid, and sustainable gift card solutions.

THE GREEN AGENDA

– Together, we can make a significant environmental impact. Digitalisation and Covid have undoubtedly helped accelerate our industry's green initiative. Let's keep inspiring each other. Within our sector, we experience companies working increasingly to improve everyday life by understanding the importance of sustainability in their product offerings and daily work environments.

Businesses should focus on adding sustainable efforts into their product development and everyday work routines. This ranges anywhere from minimising printing to working in a digital context while managing energy consumption and minimising server carbon footprint. The increase in digital incentives clearly illustrates a consumer trend that reflects the impact of remote working culture and more sustainable mindsets. Together we can all make a positive impact and show that we are a professional industry that takes environmental challenges seriously.

FRAUD AND CYBER SECURITY

– It is our common enemy; let's combat it together.

Our industry has always faced fraud, which is not about to change. Digitalisation and instant delivery methods have only triggered more instances of potential risk. In the race against the scammers, new weapons have fortunately also appeared. One significant technological development is AI identifying patterns and abnormal behaviour, which could help catch suspected fraudsters, scammers, and money-launderers before they can attack. It is a common threat and one that doesn't just challenge our individual businesses but also the overall reputation of our industry. It is crucial to be one step ahead of potential threats, so we can take preventative measures when being targeted by hackers, phishing attacks, and gift card scammers.

A TREMENDOUS LONG-TERM POTENTIAL

- Together, as one dynamic industry, we can leverage.

The good news is that our market sector presents massive long-term potential if we all collaborate and work within a professional framework for the greater good of our industry. We need to be willing to make significant global investments to address the increasing demands on global gift card suppliers. As global content distributors, we must comply with local laws and legislation to ensure we can trade safely on a global scale. GoGift is proud to be a part of the IMA and the incentive industry, creating positive social impacts for our environment, stakeholders, consumers, and all gift recipients worldwide. This is just the beginning, so let us continue building this great industry together.

For further information, don't hesitate to reach out to us here at GoGift. We are always ready to talk, collaborate and grow together.

"LET'S ENSURE IT
DOESN'T
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UNDERMINING
THE INDUSTRY
WE HAVE BUILT."



MEET THE NEW MEMBER: ROIWARD

We asked Jonatan to tell us about Roiward and to give some of his unique insights into the sector.

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After more than a decade of experience in the consulting and services sector, in different verticals like Telco, Energy, Travel, Finance, Insurance, and Fast-moving consumer goods (FMCG)... we realized there was a massive opportunity in the industry. There was no "one-stop shop." A tremendous insight for us was that for companies to offer a rich reward portfolio and variety to their customers, they needed at least to cover it with four to five different suppliers. In most cases, pre-purchase most of the inventory, with the inconvenience of storing physical products or the impossibility to do it with travel. We created Roiward to cover that gap.

Roiward is the definitive Reward Engine. We cover Physical Products, Travel Flights, Hotels, and Gift Cards. Our customers can reward their customers with any physical product and be delivered within 24h, flight, hotel, or gift card. We offer an infinite supply and catalog under the same technology. One API integration and you have everything up and running to reward your customers. But it can be more accessible; customers can do it without integrations directly within our platform.

We achieved this by having tech integrations with the companies leading each segment, Amazon for physical products and Lastminute.com for travel. So we can offer their products and services as white label from our platform, so our customers can use them as a reward "warehouse."

We leverage our technology on top of industry leaders, so we do not have to worry about supply. Therefore, we can focus on building the best product possible for our clients that, with our help, can make better, complete, faster, more efficient, and scalable loyalty and engagement programs.

This is key, as the industry will be constantly tied to the end customer needs and behaviors. When end users choose a GiftCard at the end of the day, they select a product or travel experience. So, we need to focus on offering this final goal closer. We believe we can deliver and reward with no more than a few clicks in 24h at the households.

The market is enormous and with a steady yearly increase, as industry reports point out. Although it might seem strange, our strategy is a collaboration among industry companies, marketing agencies, consulting companies.

Our goal is to find areas of cooperation and partnerships with other companies close to the customers' engagement area. This way, we see ourselves and already marketing our platform as a whitelabel with co-competitors.

So if industry companies have customers demanding other services they can not reach with their current portfolio, they can rely on our tech to complete their offering with our services and get a revenue share agreement. This way, we see substantial growth opportunities for our partners and us.

IMPROVE THE EMPLOYEE EXPERIENCE WITH EVENTS (& NOW IS THE TIME TO DO IT)



The world is in a tenuous state. Threats on a simple SWOT analysis are increasing weekly with macro and micro changes that effect the eco system of any business. With decisions and choices to be made, despite continued uncertainty, optimism and opportunity close to home and in the workplace can be delivered with return-to-event experiences.

A successful event can have a powerful impact on the whole employee and brand experience. Whether you are an SME or a large organisation, feeling more aligned to the organisational goals, pride in shared successes and connected to a community are what matter. Allow me to share insights on why you should still be planning, holding, attending and promoting these types of events and connections.

How events improve the human experience

From ITA Group's research, employees shared that during times of uncertainty and disruption, they crave acknowledgement, validation of their efforts and inspiration from their leaders. Organisations have coped with the implications of market, economic and organisational churn throughout history. Through all those times, organisations have developed strategies to inspire, motivate and connect employees when they need it most. While the pandemic may be somewhat behind us, the effects will long continue and organisations will be required to make adaptations that support their employees, both internally and externally, with the economic realities and stresses of what is now upon us, THIS new normal.

Three great reasons why events support the needs of organisations and their employees:

1. Clarifying organisational expectations

As humans we want to understand what is expected of us, a belief that goes far beyond just wanting to be "in the know" and is rooted in a biological need for the perception of control. Events are a great way to share your goals and expectations, for everyone to hear a consistent message, but also experience this in a high-impact way.

2. Creating culture-driven shared experiences

Few topics have been discussed as much as the importance of sustaining company culture during the pandemic. The communal nature of events presents a unique opportunity to bolster your cultural norms and behaviours, creating deeper and more meaningful connections.

Marc Pinner
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3. Establishing your company as an employer of choice

As the war for talent escalates, organisations offering appealing and innovative employee experiences will win. It is not just about large-scale events. Focus groups, workshops, end-of-week huddles, formal and informal recognition, are just some of the ways of creating true and valuable connections.

But start with your event objectives

It can be tempting to fixate on the type of event you are having and work backwards to the attendee experience. While the event format is important, your event strategy should first prioritise key objectives. Start by asking yourself and other stakeholders important questions about why you are having the event in the first place and, most importantly, the desired outcomes. This ensures the likelihood of success. Once your event objective is clear, you will be better positioned to make decisions about the experience your people should have.

The role of events in the future of work

If we have learned one thing from these challenging times, it is the importance of meaningfully connecting with each other. Employee events offer an opportunity to foster those connections while also working toward your organisational and employee engagement goals, including building your culture, improving employee motivation and elevating the perception of your organisation as an employer of choice.

ITA Group helps organisations captivate, motivate and celebrate employees, their partners and their clients through events. Further details can be found here: <https://www.itagroup.com/event-marketing>

IMA EUROPE SUMMIT – LONDON 28TH SEPT 2022

We look forward to welcoming you to the IMA Europe Summit in Church House, Westminster, London on September 28th 2022.

The day will commence with registration from 9.30am, allowing time to network in advance of the below agenda, scheduled to commence at 10.30am.

- Using Science to Incentivise: The Psychology of reward, recognition and buyer motivation.
 - Industry Showcase - Key Trends and Future outlook of the below industry sectors.
 - Merchandise
 - Incentive Travel
 - Gift Cards & Prepaid
 - Technology Solutions
 - Pack & Print
 - Loyalty
 - "Coffee Chat" Live.....Network, Engage & Learn in this interaction session
 - Lunch
 - Research Session presented by the Incentive Research Foundation
 - European Market Overview - Incentives, Reward & Recognition
 - Question Time – interactive session – Creating Mutually Beneficial Relationships.
 - Keynote Speaker
 - Networking Drinks reception until 6.30pm
- A detailed agenda will be shared soon upon completion

This year we have extended the Summit schedule to commence earlier at 10.30am for attendees to maximise their opportunities to network, connect and share.

IMA Europe Summit 2022: To book your place - Please Click [Here](#)

Please Click [Here](#) to explore available Sponsorship and Partnership Opportunities.



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GETTING TO KNOW NEW MEMBER: YESTY

Yesty

Nick Stals
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"Yesty is a digital gift card platform with a B2B focus. Companies are using our solutions for gifting, rewarding and incentivizing employees or customers. The company was founded in 2018 by Nick Stals, founder of HotelSpecials and GiftForYou. GiftForYou was sold to Wonderbox in 2017. For now we're located in the Netherlands, but our ambition is to become a major European player in the digital gift card market.

The current solutions within the gift card market offer limited options for customers to increase their brand awareness, save costs and create an efficient process. We like to think ahead and partner up with a company to fully serve their needs.

This is why we have created an all-round gifting solution, which offers a complete package to any company who would like to include gift cards in their way of working. Companies are free to decide how they want to order and send out gift cards. By connecting to our API they already create a more efficient process and save costs. In addition, digital gift cards can easily be sent by email through our portal and companies can take care of the distribution themselves by downloading gift card codes to print on a physical carrier or sending them out via their own email program.

Secondly we see the importance of brand awareness. A branded choice card contributes to a higher brand awareness and also offers the possibility to add your own selection of gift cards in line with your company values.

Finally, we see that most companies are looking for ways to increase recipient engagement. Sending a personalized message with the gift card makes it feel more like a gift that has been paid attention to. The choice card gives the receiver freedom of choice and the option to split the gift card value between different gift card brands.



Within the gift card market we position ourselves as a 'digital innovator'. Our B2B gifting solution shows that digitization creates new possibilities, affordable and accessible for a larger group of customers. The industry association has unanimously declared us winner of the Innovation Award 2021/2022.

In 2018 Yesty started with the desire to not only build a great company, but also to give something back at the same time. During a trip in India we came into contact with the Rural ConneXtion Foundation in Jaipur, India. This foundation is committed to the future of children in the slums of Jaipur, India. They provide education and give the children the only meal they often receive in a day. We are proud that, thanks to our financial support, more than 300 children have a chance for a better future. The number of children we help grows along with the growth in turnover that Yesty realizes. (www.ruralconnection.org)

We are looking forward to meeting you at future IMA meetings!"





INCENTIVE AWARDS 2022 – YOUR TABLE AWAITS...

We caught up with Incentive Awards organiser Wendy Carter to get the low down on the 2022 event!

How will IA22 be different to last year's event?

Due to continued growth and a sell out night in 2021, the Incentive Awards are moving to a new home. With the awards ceremony being staged in the prestigious Assembly Hall on Wednesday 28 September, at Church House Westminster, London we can celebrate with more colleagues, ambassadors, professionals and award winners from across the industry! In short - bigger and better!

What have the nominations looked like?

Wow is all I can say for this year. I think people will be really excited by the short list - which comes out Thursday 1 September and with a record number of nominations, the standard is higher than ever. The judges have been investing so much in careful analysis of each entry and the innovations and standards are VERY impressive!

What can attendees expect?

Tickets include a three course seated dinner, unlimited drinks throughout the evening, including wine, beers and soft drinks. It will commence at 6.30pm through to 10.30pm with the now infamous after show party continuing into the night!

Of course we have once again joined forces with IMA Europe for a night of great celebration and recognition so we would love to see you all there.

How can we book on?

[Click here to book](#) or email the IA team at awards@incentiveawards.org

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 – Annual Summit – To be hosted on September 28th in London in Partnership with the Incentive Awards

The IMA Europe Summit is our flagship event of the year and will host over 200 industry leaders from across the Incentive, Reward, & Recognition landscape in Europe and beyond.

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 wendy@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



SUMMIT HEADLINE SPONSOR: MEET AIRBNB



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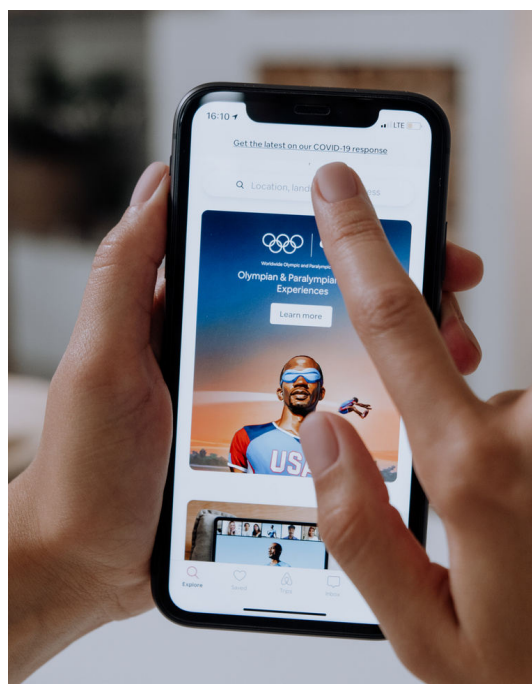
Airbnb was born in 2007 when two Hosts welcomed three guests to their San Francisco home, and has since grown to 4 million Hosts who have welcomed more than 1 billion guest arrivals across over 220 countries and regions.

Travel on Airbnb keeps more of the financial benefits of tourism with the people and places that make it happen. Airbnb has generated billions of dollars in earnings for Hosts, most of whom are individuals listing the homes in which they live. Among Hosts who report their gender, more than half are women, and one in five employed Hosts are either teachers or healthcare workers. Travel on Airbnb also has generated more than \$4 billion in tax revenue around the world.

Since becoming a Worldwide Olympic Partner in 2019, Airbnb has committed to providing travel options that are economically empowering, socially inclusive and environmentally sustainable. This includes accommodation provisions that will reduce costs for Olympic Games organisers and stakeholders, minimise the need for construction of new accommodation infrastructure for the Olympic Games period, and generate direct revenue for local hosts and communities. Working together with the International Paralympic Committee (IPC), Airbnb will also promote accommodation that supports accessibility for people with disabilities or other accessibility needs.

In May 2022 Airbnb launched a new product release which is the biggest change to Airbnb in a decade including:

- Airbnb Categories – A new way to search that makes it easy to discover millions of homes you never knew existed
- Split Stays – An innovative feature that provides more options for longer stays by splitting your trip between two homes
- AirCover for guests – The most comprehensive protection in travel, included for free with every stay.





Travel rebound:

Wherever in the world you look, you'll see people itching to travel. A recent survey of 4,700 respondents from 11 countries around the world, conducted by the International Air Transport Association (IATA), revealed that 57 percent of them expected to be traveling within two months of the pandemic's containment, and 72 percent will do so as soon as they can meet friends and family.

With such a strong demand for travel, Airbnb gift cards represent a unique opportunity.

Airbnb Gift cards can be used to book the perfect getaway: from stays in lakeside cabins, to secluded beach houses, to apartments in the heart of city, and everything in between.

They can also be used to book experiences: from cooking classes to hiking tours, to howling with wolves, all led by local experts.

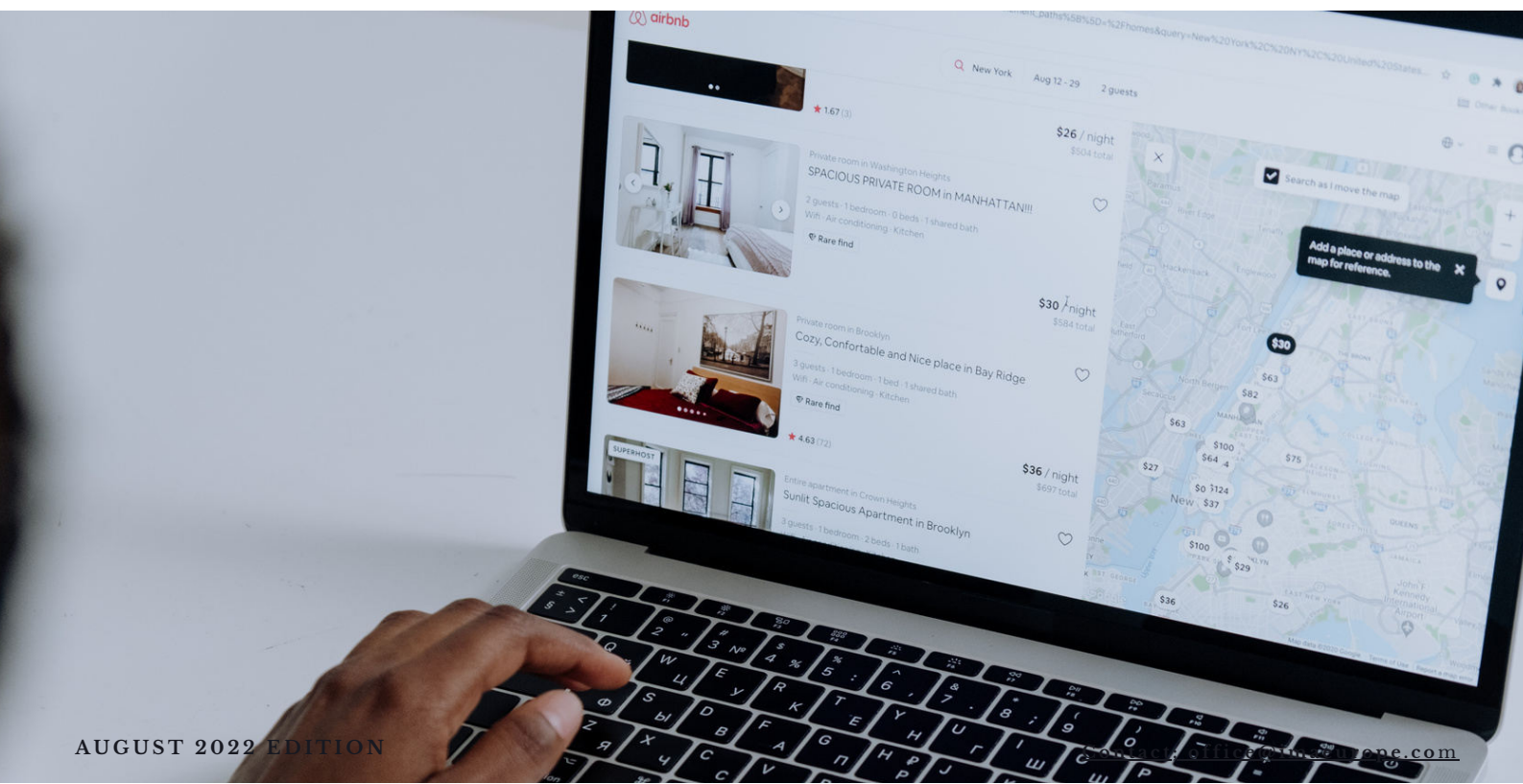
Its main features are:

No expiry date: Once redeemed, gift credit is available to book reservations now or later

Multi use: Ability to use multiple times up to full value of purchase

Launched in 2017 in the US they are currently available in the following countries: Australia, Austria, Belgium, Canada, Finland, France, Germany, Ireland, Italy, Mexico, Netherlands, New Zealand, Spain, Sweden, United Kingdom, United States.

Airbnb gift card program is managed by TDS Gift Cards.



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

- Benelux Market Overview – Rik Luttmer - Loyalty Chiefs Click Here to View
- Bitcoin in Incentive – Tom Dobbels - Azteco - Click here to View
- Air France Loyalty Strategy – Gerben Sikkema - Air France/KLM- Click Here to View
- What Are the Benefits of Employee Recognition? Workhuman / Gallup – Click Here to View
- The Role of Incentives in Today's Decentralized Workforce: Attract, Retain & Build Culture – IRF – Click Here to view
- Why workplace gamification can demotivate employees – Incentive and Motivation - Click Here to View
- 7 Loyalty Program Must-Haves to Engage Gen Z Customers- Antavo – Click Here to View
- What makes a great benefit package in 2022? HR News - Click Here to View
- The Ultimate Guide to using Gamification in Loyalty Programs – Antavo – Click Here to View

[TO EXPLORE THE IMA EUROPE CONTENT HUB, PLEASE CLICK HERE](#)

IMA "COFFEE CHATS"

We'd like to invite you to IMA "Coffee Chats" and join us on Wednesday September 14th 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"

SAVE THE DATE & BOOK– IMA EUROPE LONDON SUMMIT – WED SEPT 28TH 2022

[Click Here to Register for Tickets for the IMA Europe London Summit.](#)

For Partnership and Sponsorship opportunities at the London Summit, please contact phil@imaeurope.com

IMA EUROPE AMSTERDAM PRESENTATIONS

To access the presentations from the recent Amsterdam event, please click the below links

One Drive Access – <https://1drv.ms/u/s!Aup9xlnuDFmQgZ4TFcDk3JVz9i4Ohw?e=12kCmY>

Google Drive Access - https://drive.google.com/file/d/1aWhmqbNLOjJaeZ3r5C3V8sy_ya0o0y2/view?usp=drive_web

SPONSORSHIP OPPORTUNITIES

Gain brand exposure in IMA Chat, the official publication of the Incentive, Reward & Recognition industry.

Also, Virtual Showcase webinars to increase exposure of your brand and services.

To find out more contact Phil Mooney on phil@imaeurope.com.

For membership queries or to refer or recommend membership of IMA Europe, please contact office@imaeurope.com for details.