

IMA  
CHAT

June 2023





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# PRESIDENT'S MESSAGE

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Back in May, many of you will have seen images or TV coverage of the Kings Coronation in the UK. Whilst not everyone had seats in Westminster Abbey, millions gathered to wave flags on the streets of London to the passing procession, in front of large screens pitched in cities across the Commonwealth or around TV screens at home.

Whether you love the British Royal Family (I do!) or not, the Coronation brought together communities locally, nationally and internationally. We held a street party on our road and whilst we knew our neighbours, it has been the pandemic, last year's Platinum Jubilee and the Coronation that has really brought us together – many Fridays have been enjoyed in the pub since the end of the pandemic!

The morning after the Coronation, I listened to a radio interview with the Archbishop of York who is the Church of England's second most important bishop. Many Bishops were involved in the Coronation and the night before the event they found themselves together with some free time. What did they do? They went out for pizza! Their jobs and their faith brought them together. They networked and enjoyed time together before the big event the next day.

This reminded me of our IMA Europe meetings. In Berlin, like in Madrid, those who arrived early got together before the main event for informal drinks and a catch up.

The IMA is a great example of community. We have common interests and whilst our initial relationship is based on business, shared learning and uniting the industry; I am sure, like me, many of you have made great personal friendships.

It was great to be with so many members in Berlin. Another amazing meeting with informative content and many networking opportunities. Thanks to all those involved in organising and sponsoring. We may not be crowning a King when we get together, but our meetings (virtual or in person) are just as important to us and our industry!

Our next in person event is the London Summit on the 27th and 28th September, hosted again at Church House. If you don't know where this is, Church House is part of the Westminster Abbey grounds so right next door to this magnificent building which has witnessed many historical events like the Coronation.

I cannot guarantee you a seat in the Abbey but a seat at Church House on the 27th and 28th September has your name on it! Don't forget to book your place, tickets are now available for this day and a half event.

Before then many of you will be off for a summer break, so enjoy the summer and I look forward to welcoming you to Church House on the 27th & 28th September.

*Andrew*



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Dots.eco is a pioneering platform that generates business growth by seamlessly empowering customers to keep doing what they love while personally, and positively of course, impacting the environment.

We like to think we've cracked the code on fusing business growth and ecological impact in a way that positively disrupts the status quo. Our idea is simple: we've developed a technology that transforms the adverse consequences of everyday actions into rewarding environmental outcomes. We've found a way to scale up these micro-individual actions to have a transformative macro effect. In simpler terms, we've made it possible for you to enjoy your daily activities while simultaneously playing a part in saving our planet.

We collaborate with various industries, offering over 170 eco-rewards. As a key player in the environmental services sector, we've found our stride working primarily with the Gaming and Loyalty and Rewards industries.

### Making Loyalty Count: How Dots.eco Turns Points into Environmental Impact

For loyalty programs, we're enhancing offerings by incorporating eco-rewards for members. Our members transform points into protecting sea turtles, coral reefs, or planting trees, among other impacts! This isn't just about attractiveness—it's transforming programs into a platform for change.

When members redeem points for eco-rewards, they also receive a personalized and trackable certificate ready to be shared on social media.

The eco-rewards concept allows customers to feel more connected with the brands they love, knowing their loyalty isn't just appreciated, but also makes a difference.

By turning loyalty points into eco-rewards, Dots.eco is not only raising the bar for what loyalty programs can achieve but also paving the way for a sustainable future where businesses and customers work together to make a positive environmental impact.

At Dots.eco, we take pride in leading the charge by converting points into real environmental impact, fostering meaningful brand-customer connections, and making a positive global difference. This is the future of loyalty programs, and I'm excited to be a part of it.")

Looking forward, we see a world where every action, no matter how small, has a positive impact on the environment. As more industries embrace the concept of eco-rewards, we see a future where sustainability is not just a buzzword but a fundamental part of how businesses operate. At Dots.eco, we're excited to be at the helm of this transformation, leading the change and driving the momentum.

So, whether you're using up points on your favorite shopping site, accumulating rewards in your go-to game, or earning miles from your frequent flights, with Dots.eco, your loyalty is more rewarding than ever. Not just for you, but for the planet too. After all, who said saving the world couldn't be rewarding?

# AMILON POLSKA – A GERMAN GATEWAY TO CENTRAL-EASTERN EUROPE

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In the last 30 years, after the fall of the Berlin Wall, the commercial exchanges between Poland and Germany have continued to increase. On the one hand Poland became one of the most important production partners for German factories (thanks to lower wages), on the other side Poland, above all during the last 10 years, become an important commercial partner for Germany thanks to its economic growth (with a 4% average GDP growth between 2010 and 2019).

In 2019 we had already opened a facility in Spain and Mexico and we were already working in more than 10 countries, after 3 years of international expansion we were thinking about the “next step” and then Poland came... after a business trip in Warsaw I discovered a country full of opportunities, above all for our industry: the low unemployment rate has encouraged the companies to develop employees incentive, recognition and retention programs and this has stimulated a great demand of digital rewards.

In my experience I noticed a country full of energy and in a great evolution, the city (Warsaw) in a period of great change (new buildings, new districts, new malls, new restaurants, ecc...) that I like to define as a 3D city, a mix between soviet architecture, 90's buildings and extra modern skyscrapers and districts. After every trip in Warsaw I discovered new fashion restaurants or bars, new vegan fast food or cool coworking spaces.... Basically a city during its renaissance! Thanks to the connection with Germany and its economic growth we consider our polish facility (called Amilon Polska) as a “HUB” to connect, in our industry, Western and Central-Eastern Europe, more mature market with emerging areas such as Slovakia, Czech Republic, etc.

As we know, we live in an increasingly uncertain and volatile world, but in this process I love to see business opportunities come out, every day, and I like to think that in the future we will see more and more connections between European countries, with less barriers and a more homogeneous, fiscal legislation.

Meantime we follow our “motto”: Global rewards with local approach!



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TripGift® is not just an experiential global travel marketplace business with over 1.5 million products; it is a flywheel innovation eco-system, robust multi-currency gift card processor and micro services partner, that can significantly contribute to your strategy and bottom line with it's eight distinct brands, unlocking untapped co-value creation and unparalleled multi-currency revenue growth potential from the global travel and bucket list experience industries.

#### TripGift's Eight Multi-Currency Brands:

1.AirlineGift.com: Our multi-brand flight gift provides access to 450 global airlines, allowing gift card recipients to embark on their dream journeys in all cabin classes across the world.

2.BucketlistGift.com: This brand offers once-in-a-lifetime experiences such as global VIP access to F1, Tennis, Top tier European Domestic Football, Major Golf Tournaments, curated concerts e.g. Adele, Beyonce, Coldplay, Justin Bieber and Harry Styles as well as wonders of the world destinations, and exhilarating life changing outdoor adventures.

3.HotelsGift.com: With an extensive network of 800,000 top-rated hotels, villas, apartments, HotelsGift enables gift card recipients to enjoy comfortable stays and memorable experiences worldwide.

4.eLearnGift.com: This brand combines the joy of travel, culture with educational opportunities, offering online courses for language learning programs.

5.FlystayGift.com: FlystayGift simplifies the booking process by providing gift cards for flights and accommodation together, ensuring a seamless travel experience worldwide.

6.RentacarGift.com: This car rental only gift card offers access to a range of reputable brands from 30,000 airport pick up and drop off car rental services, the perfect gift for road trips worldwide.

7.TripGift.com: Our hero brand encompasses a wide range of travel experiences, including flights, hotels, car rentals, airport transfers and more, providing a global travel category solution.

8.ToursGift.com: This brand caters to the culturally curious, offering a curated selection of guided tours with accommodation and immersive experiences that allow recipients to uncover the wonders of different destinations.





## What Sets TripGift® Travel Gift Card Brands Apart:

1. Unparalleled Variety: With eight brands, TripGift® offers an unrivalled selection of travel and bucket list experiences. By partnering with TripGift®, industry buyers can unlock existing and new revenue streams within their retail, cash back, redemption, referrals, awards, prizes, incentives and rewards programs.
2. Global Marketplace Coverage: Partnerships with major airlines, hotels, car rental companies, tour operators, and experience providers enable us to offer a comprehensive range of options to top destinations and premier VIP experiences.
3. Multi-Currency Transactional Convenience: TripGift's unique multi-currency feature allows gift card redemption in over 70 currencies (over 180 countries), eliminating the hassle of currency conversion. We offer seamless integration options via our distribution partners or direct via our API fulfilment and proprietary gift card processor.



# CarltonOne expands its global relationship with Apple.

Rob Purdy  
Founder & CEO  
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## CarltonOne

At CarltonOne, we believe in the power of engagement to transform lives and businesses. The more recognition that you give to someone, the better they will perform. The more purpose and meaning you can inspire within them, the more loyal they will become. The higher the quality and the variety of rewards that you offer, the more redemptions they will make, and the more frequently they will use your program.

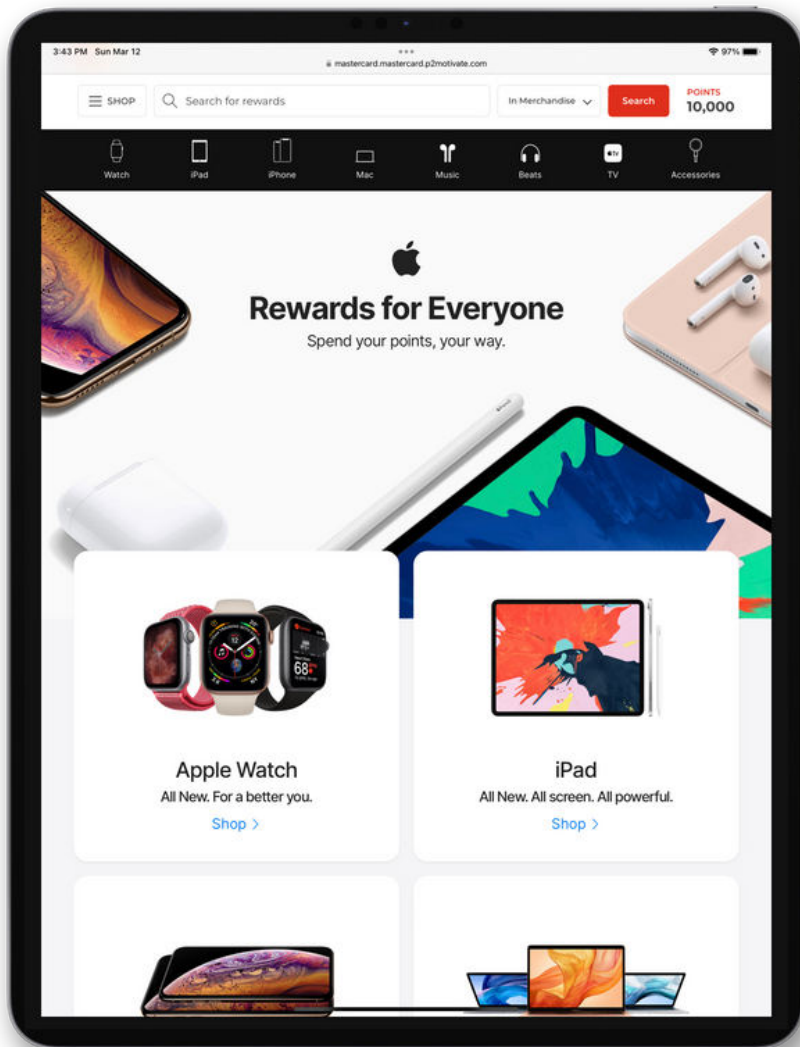
It's all just good business sense, and the scientists agree. A Wharton Business School study found that purpose-built companies have outperformed the S&P by 14 to 1. Gallup, in its global workplace research reported that business units and teams with highly engaged members resulted in: +23% profitability, -43% turnover, +66% in wellbeing, -81% absenteeism and +18% productivity. It's extraordinary how widespread the positive impacts of engagement can be.

At CarltonOne, we're embracing these trends in multiple ways. Our Evergrow eco-action program funds tree planting with every reward transaction. Every time a member redeems for a merchandise reward, we fund the planting of trees in Mozambique, Madagascar, Nepal, Kenya and other communities. In conjunction with our tree partner Eden Reforestation Projects, I'm proud to say we've already funded over 17 million trees.

On the reward front, our global procurement team has made a concerted effort to offer not only over 10 million rewards, but the brands that people want the most. We literally travel the world to find and negotiate for the most popular items. For example, while we are thrilled to offer over 7,500 gift card brands (in millions of denominations) from global companies like Starbucks, Adidas and Decathlon, we also find popular local gift cards (like Sheng Siong in Singapore, or John Lewis in the UK). Members everywhere love the brands that are most meaningful to them.

It's why it's no surprise to me that Apple merchandise continually tops our list of most redeemed rewards across the 185 countries we operate in. Apple has become one of the world's most aspirational brands, merging magical technology with beautiful design. At CarltonOne, we're proud to have enjoyed an extensive partnership with Apple. We are honoured to be one of their trusted global fulfillment partners, offering the full range of Apple devices in our reward storefronts. Recently we approached them with an unusual concept — creating a store-within-a-store within our global engagement programs. It's a world's first.





We're delighted to announce that they loved the idea and we are now launching in 58 countries. The Apple Rewards Store solves a real pain point: when you have 10 million rewards to offer members, how do they find the one they love the most? We've created an Apple shopping experience within the reward galleries where our members shop. Now they don't have to click and hunt, or navigate through multiple categories of rewards to redeem for AirPods Pro — the right reward is right there.

By using the CarltonOne QuickConnect API, any company can quickly launch their own Apple Rewards Store within any loyalty, recognition, channel incentive or rewards program. It can be customized by partners and program managers to offer a curated selection of the Apple devices and services available in their country. Available products can include iPhone, AirPods, iPad, Mac computers, Apple TV, Apple Watch, accessories plus AppleCare and the Apple Gift Card.

Our relationship with Apple also lets us do more than simply sell their flagship products. We can offer Apple Care, bundles, and other storefront features like points top-up and financing. We'll even be integrating an Apple device Trade In program shortly.

Another advantage of all that international travel? We built CarltonOne to be a global company that understands (and can simplify) the complexities of multiple currencies, legislation and taxation for our clients and partners. A great example of that is our recent launch of the digital Apple Gift Card. It's available for bulk purchase, only through CarltonOne, in over 15 countries for any loyalty, recognition, channel incentive or rewards program. It can be used by members to purchase everything from games, apps and subscriptions in the App Store to products and accessories at any Apple Store or apple.com. To learn more about the Apple Gift Card, or Apple Rewards Store, please contact Adam Whatling, our European lead at [adamwhatling@carltonone.com](mailto:adamwhatling@carltonone.com). At the end of the day, our growth at CarltonOne has been driven by thinking 'world-first'.

Whether you run a loyalty program in England, an incentive program in Germany, a recognition program in Hong Kong, or a rewards program in the United States, CarltonOne really has been there and done that. We're excited for what comes next!

# UPSKILLING, CROSS-SKILLING, RESKILLING

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Depending on the state of your business over the past couple of years, there is a good chance that skills development might have been dropped from your to-do list to allow you to tackle more pressing issues. Consider this a reminder that the skills gap isn't going away – and the gap may well be growing faster as a result of pandemic-driven market changes.

A global survey by LinkedIn found that 64% of learning and development professionals say reskilling their current workforce to fill skills gaps is a greater priority now, following the effects of COVID-19.

There is much debate on the severity and scope of this skills gap, yet it has the potential to cause some real issues. A global data report by Degreed found more than one-third of workers feel less confident they have the skills to do their jobs well (compared to pre-pandemic). Almost half (46%) predict their current skills “will die out” in the next few years. Another 46% of global workers said if their employers didn't offer them opportunities to upskill, they were likely to leave their job.



## Top 3 Drivers of Skills Gaps for Employees & Channel Partners

Here are the most common drivers of skills gaps for employees:

- Shifts in how work gets done because of Covid-19.
- Loss of historical knowledge and ability after an increase in retirements.
- Automation advancements evolving necessary skills and increasing the value of soft skills.

While a variety of drivers are at play, we should expect continued disruption. According to Gartner, the number of skills required for a single job is increasing by 10% year on year, and over 30% of the skills needed three years ago, will soon be irrelevant. Those skills aren't always easy to find – that creates the skills gap. It's the gap between the skills organisations currently have, and the skills they want and/or need for the future.

## Companies cannot deny the importance of Skills Development Programmes

Industry expert McKinsey & Company's recent global survey found that 87% of organisations say they are either experiencing a skills gap now or expect to experience one in the next few years. Nearly all respondents classify closing potential skill gaps as a priority for their organisations, and about one-third say it is among their top three priorities. Yet, the same survey found relatively few indicate that their organisations are ready to respond to the skills gap issue.



Success will come through experimentation, including recruiting from non-traditional labour pools, embracing a “work from anywhere” philosophy to get the best talent regardless of geographic location, and collaborating with educational institutions to improve the graduate pool.

The most common approach to skills development is training current workers to acquire the knowledge they need to do the necessary skills:

Upskilling

-Helps improve a person’s performance with their current work in their current role.

Cross-Skilling:

-Helps a person take on new work in their current role.

Reskilling:

-Helps a person shift to a new role or adjust to dramatic change in their current role.

Wherever you are in the industry eco system, be mindful of the need to keep up to keep the best employees and, in turn, keep the best customers.

**Next time: 4 Steps to ensure you deliver on Skills Development Programmes.**



ITA Group helps organisations captivate, motivate and celebrate employees, their partners and their clients through engagement, performance, incentive and event solutions. For further info: <https://www.itagroup.com/>

**We look forward to welcoming you all to the stunning Church House located in central London for the IMA Europe London Summit on September 27th & 28th 2023.**

This year we will host the Summit over 1.5 days.

Day One:

Registration will be from 1.15pm

Sessions will commence 2.00pm – 5.00pm, followed by a drinks reception till 6.00pm

Schedule – UK Market Overview

- Industry Workshop
- Structured Networking Sessions

Day Two:

Registration will be from 9.45am – Networking Tea/Coffee

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 in the same venue

Schedule – Global/International Market Overview

- Industry Showcase
- Engagement / Loyalty Session
- Structured Networking Sessions
- Industry Panel Discussion
- And More.....

Speakers and Agenda are been finalised and will be communicated soon.

Presentations will be delivered in English.

Sponsorship and Partnership Opportunities available. Contact [phil@imaeurope.com](mailto:phil@imaeurope.com)

All tickets booked are valid for attendance at both days.

Each IMA Europe member company can book Two complimentary tickets. Additional colleagues will require purchase of reduced rate "Additional member Tickets"

Member companies can also book tickets for their guests/clients/partners at a preferential reduced rate.

The event will be followed by the 2023 Incentive Awards in the same location. A separate Eventbrite booking is required to purchase your tickets for the Incentive Awards

**IMA Europe Summit 2023: [To book your place - Please Click Here](#)**

Delegate Bag Sponsor – Merit Incentives – [meritincentives.com](http://meritincentives.com)

Lanyard Sponsor – TripGift – [tripgift.com](http://tripgift.com)

Delegate Badge Sponsor – TDS Gift Cards – [tdsgiftcards.com](http://tdsgiftcards.com)

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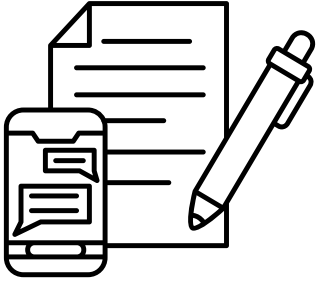
TDS  
GIFT CARDS





# NEW TO THE IMA EUROPE CONTENT HUB

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



Highlights from the 2023 State of Channel Incentives Report – 360 insights [Click Here to View](#)

· Insightful series by Motivforce on Gamification in B2B Loyalty program

1. Gamification Best Practices for B2B Loyalty Programs: How to Keep Your Customers Loyal and Engaged- [Click here to View](#)
2. Unleashing the Power of Gamification in B2B Loyalty Programs – [Click Here to View](#)
3. The best way to implement gamification in B2B loyalty programs and why you should – [Click Here to View](#)
4. The benefits of gamification in B2B loyalty programs – [Click Here to View](#)
5. Examples of gamification in B2B Loyalty programs – [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 July 12th at 4 p.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"](#)



## LONDON SUMMIT

The next event will take place on September 27th & 28th at Church House, Westminster, London.

To Book your tickets, please [Click Here](#)

Event sponsorship opportunities, please contact [phil@imaeurope.com](mailto:phil@imaeurope.com) to find out more



## 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](mailto:phil@imaeurope.com).

For membership queries or to refer or recommend membership of IMA Europe, please contact [office@imaeurope.com](mailto:office@imaeurope.com) for details.

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creative | content | marketing

As we reach the halfway point of the year, it's important for businesses to evaluate and refine their content strategies. Let's take a closer look at the essential checks to conduct on your content strategy based on the latest data.

**Are you on track?** Are you aiming to engage more prospects, build a larger email list, or increase conversions? How are you doing so far? Have you overextended your goals or underfunded your marketing team and resources? It's time to make adjustments if needed.

**Are you creating accessible content?** Considering approximately 16% of the population lives with a disability, it's crucial to ensure inclusivity and accessibility. Are you incorporating descriptive captions and alternative text (alt text) in your content? Do you write hashtags in Pascal Case and place them at the end of captions? Keep up with these changes.

**Stuck in one content funnel stage?** While certain content formats may not drive immediate buying decisions, they attract prospects to the top of the funnel. Be honest about where you are focusing.

**Are you standing for something?** 73% of Gen Z consumers believe it's important for brands to raise awareness and take a stand on sensitive issues. Just jump in for causes you genuinely support.

**Are you trying multiple approaches for long enough?** Try make data-driven adjustments but give things breathing space. 6 to 12 months is a long enough period to be able to see the impact of SEO efforts, for example. Be the tortoise!

**Are you aligning with your audience?** Ensure your content resonates with your target audience's needs. Do you have content themes that cater to their interests? Are you effectively addressing their pain points and providing valuable solutions? Avoid solely promoting yourself or tired social concepts.

**How effective is your idea generation?** Are you exploring different sources and seeking outsider perspectives? Are you focused on shaking up competitors or prioritising customer needs? Generating fresh ideas can be a challenge, so consider diversifying your approach.

**Are you being too stingy?** The average reach of an organic post on a Facebook Page hovers around 5.20%. That means roughly one in every 19 fans sees non-promoted content. But you may scrimp on resource and that holds you back. Not planning Christmas now? There's a chance you haven't embedded enough people or processes to get ahead and that costs you later. Whether in design, content creation, PR, photography, video., software tools - 'pay cheap, pay twice' often applies.

**10. Why are you so obsessed over content frequency?** It's grim to see a business posting the cliché schedule of a motivational fact every Monday, a testimonial on Wednesday and something fun on a Friday. I wish they would put funds into a meaty monthly article that leaves no stone unturned, smashes SEO or can be maximised by a sales team- use an influencer or focus on a cool UGC campaign...make a decent no filler monthly newsletter - fix their website- literally anything else! Bin the rigid schedule and also, get rid of the scheduling tools and get on the ground. As with any other area of business, you get out what you put in. If it was a short cut - it would be 'the way'!

I hope this quick idea pack helps you stay agile in your approach to improve results in the second half of the year!



# MAKING THE MOST OF YOUR MEMBERSHIP

Your IMA Europe Board members are continually reviewing the benefits of membership to ensure all members get the best value out of your membership. As discussed at the IMA Europe Summit, the Board is working to deliver an increasing range of benefits. In order to communicate these benefits, the Board has worked on a simplified membership offering which makes benefits more tangible. All benefits will fall under three new objectives for IMA Europe, these are reflective of the objectives at IMA USA.

Historically we have stated benefits to include 'Networking,' 'Competitive Advantage,' 'Reputation,' 'Partnerships' and 'What's Trending'. We have distilled these down into:

	Visibility	Networking	Education
Benefits Today	Events <i>Networking, physical &amp; virtual</i>	2 x All Member Meetings per Year	Learning from Peers
	Website <i>Member directory, PR &amp; articles</i>	1 x Summit	Meetings & Summit <i>Coffee Chats, Virtual Seminars</i>
	Publications <i>IMA Chat, Friday Facts, website, social media</i>	Virtual Networking Coffee Chats	Publications <i>IMA Chat, Friday Facts</i>
	Partnerships <ul style="list-style-type: none"> <li>• Incentive Awards</li> <li>• IRF</li> <li>• GCVA</li> <li>• IPM</li> <li>• BCVNL</li> <li>• German Prepaid</li> <li>• WiIN</li> </ul>	Access to IMA USA & IMA MENA/APAC	Website Knowledge Hub
	In Good Company <i>Your company listed alongside your peers</i>	Partnerships <ul style="list-style-type: none"> <li>• Incentive Awards</li> <li>• IRF</li> <li>• GCVA</li> <li>• IPM</li> <li>• BCVNL</li> <li>• German Prepaid</li> <li>• WiIN</li> </ul>	Education Qualifications <ul style="list-style-type: none"> <li>• CPIM</li> <li>• Incentive Marketing Diploma</li> </ul>
	Use of Logo <i>Show you are a member</i>		
Potential New Benefits	Sponsorship <i>Opportunities At events, website, IMA chat etc</i>		
		Regional Get togethers <i>Could be social, follow on from another event</i>	Expert led Seminars
		Virtual Networking <ul style="list-style-type: none"> <li>• Leaders Lounge</li> <li>• Expert Seminars</li> <li>• Wider team Coffee Chats</li> </ul>	IRF Partnership
			IMA Research & Papers <i>Such as Industry One Pagers</i>

IMA is a global organisation with the 'mother' chapter in the USA. Along with the European chapter and the new Middle East, Africa & Asia Pacific chapter there are also groups in Canada and Brazil. The chapters are working together to bring greater collaboration between geographic regions to deliver more benefits and opportunities to members wherever you are in the world.

Many activities will be of benefit on a local and regional basis as well as globally; so, whether you operate in one country, across a continent or the globe the Incentive Marketing Association will bring you benefits centred around the core principles of Networking, Visibility and Education.

The Board looks forward to working with members to bring even more benefits over the coming months.