

# New York Incentive Rewards & Recognition Show Attendee Application

## 1 - COMPANY INFORMATION: (\*Required Information)

\*Alphabetize company name under letter \_\_\_\_\_

\*Company Name \_\_\_\_\_

\*Address \_\_\_\_\_

Address 2 \_\_\_\_\_

\*City \*State \*Zip \_\_\_\_\_

\*Office Phone \_\_\_\_\_

Toll-Free Phone \_\_\_\_\_

Fax # \_\_\_\_\_

Web Address \_\_\_\_\_

\*Your company is an IMA member \_\_ YES \_\_ NO

## Company Involvement/Incentives

### YOUR FIRM'S PRIMARY PRODUCT/SERVICE (Printed on Badge):

- Manufacturer
- Retail/Food/Lodging Service
- Financial/Insurance/Real Estate
- Medical/Pharmaceutical/Healthcare
- Media/Publishing/Internet
- Transportation/Communication/Utilities
- Services (Business of Professional)
- Buyer Other
- Incentive Company
- PPAI Member (Please Enter Member # Below)
- Ad/Marketing/Sales Promo Agency/Direct Marketing
- Meeting Planner
- Travel Agency
- Incentive Representative
- Catalog/Mail Order
- Incentive Manufacturer (non-exh)
- Travel Services
- Supplier Other

### YOUR TITLE

- President/Owner/CEO/COO/Chairman
- Sales/Marketing VP, Director or Manager
- HR/Training Director or Manager
- Advertising/Sales Promotion Director or Manager
- Meeting/Convention/Travel Manager
- Purchasing/Production Manager
- Event Planner/Marketer/Sponsorship Manager
- Other Title

### YOUR INVOLVEMENT W/ INCENTIVES/MEETINGS

- Recommend
- Purchase
- Approve
- None

### THIS INVOLVEMENT INCLUDES

- Merchandise Incentives/Awards

- Promotional Products/Ad Specialties
- Gift Cards/Debit Cards
- Travel Incentives
- Meeting Services/Sites
- Event Marketing/Services
- Incentive Programs
- None of the Above

**INCENTIVES YOU USE OR PLAN TO USE**

- Dealer/Sales Incentives
- Consumer Promotions
- Employee Recognition Awards
- Business/Corporate Gifts
- Cash
- None of the Above

**Travel/Meetings**

**TRAVEL/MEETING DESTINATIONS YOU USE OR PLAN TO USE**

- Domestic USA
- Canada, Mexico & Caribbean
- Europe
- Pacific/Asia
- Africa/Middle East
- South/Central America
- None of the Above

**TRAVEL/MEETING SPECIAL INTEREST**

- Golf Facilities & Products
- Gaming Facilities
- Cruises
- Adventure Travel
- None of the Above

**TRAVEL/MEETING GROUP SIZES**

- Individual Travel
- Less than 50
- 50 - 199
- 200 - 500
- More than 500
- None of the Above

**YOUR ANNUAL EXPENDITURES FOR INCENTIVE PROGRAMS, MEETINGS, BUSINESS GIFTS AND PROMOTIONAL PRODUCTS**

- Less than \$25,000
- \$25,000 to \$99,000
- \$100,000 - \$499,000
- \$500,000 - \$999,000
- \$1,000,000 - \$5,000,000
- More than \$5,000,000

**Subscriptions**

- Yes, Please send me Special email offers from exhibiting companies at The New York Incentive, Rewards & Recognition Expo

Yes, Please send me A FREE subscription to *Motivation Strategies*, the "official" publication & E-Mail newsletter of The Incentive, Rewards & Recognition Expo

## **Attendee Events**

**Expo Plus Pass, No Seminars**

**One Day Seminar, (May 7)**

People Session 1: 9:30-10:20

### **The Economics of People—What Research Says About the ROI of People**

**Proposed Sponsor:** Forum for People Performance Management and Measurement

**Speaker:** Frank Mulhern, Academic Director, the Forum for People Performance Management and Measurement

**Session overview:** Attendees will learn about the latest Forum research on the economics of people, including the link between engaged employees, satisfied customers, and financial results. The session includes new research on the economic contribution of employees over time, as well as on other findings related to the ROI of people. Mulhern will demonstrate how today's customer focus is forcing organizations to place a new emphasis on linking internal marketing, communication, and reward systems to customer needs and financial results.

People Session 2: 10:30-11:20

### **Keynote Session: Turn Your Brand Message Into a Brand Mission**

**Proposed Sponsor:** American Strategic Management Institute

**Presenter:** Don Peppers, founder, 1to1 Marketing

**Session overview:** Customers only need 20 seconds on the phone or two clicks on the Web site to tell whether your brand is living up to its promise. The best, most persuasive brand messaging in the world is no match for the customer's impression after interacting with a store clerk, or a service technician, or a sales rep touting the benefits of the latest product. What do you need to do to be sure all your employees walk, talk, think, live, dream and breathe your brand? In this session, based on his just-released book *Rules to Break and Laws to Follow*, Don Peppers will show:

- Why technology has undermined the corporate hierarchy, making it impossible to rely solely on rules and procedures to manage your brand;
- How to break down hardened silos by engaging and enabling your employees to become a "self organizing" force for your brand; and
- How to ensure your brand is not just the message your company puts out, but the corporate mission that permeates everything it does.

People Session 3: 11:30-12:20 p.m.

### **Strategic Incentive Program Design—An Integrated Approach to Engagement**

**Sponsor:** Incentive Marketing Association

**Presenter:** Rodger Stotz, research committee chair, Forum for People Performance Management and Measurement and the Incentive Research Foundation, and vice president, managing consultant Maritz Inc.

**Session overview:** How to foster a customer-orientation across your organization, starting with your customers? This session addresses how organizations can turn traditional communication, incentive, reward, and recognition strategies into a highly measurable means of fostering customer satisfaction, improved performance, and greater financial results. Attendees will learn about concrete strategies their organizations can deploy today to make the profitable connection between their organization's people, channel partners, and their sales and marketing objectives. This is a useful introduction for anyone attending sessions on Customer Engagement (Session 4, Wednesday); Channel Partner Programs (Session 5, Wednesday); Employee Marketing (Session 9, Thursday) and Sales Engagement, (Session 10, Thursday). Stotz is considered one of the preeminent experts on research related to motivation.

People Session 4: 1:30 -2:20

### **Customer Engagement: Loyalty Strategy Essentials**

**Sponsor:** The Promotion Marketing Association

**Speaker:** Bruce Hollander, vice president, Don Jagoda Associates

**Session overview:** Customer loyalty goes far beyond the traditional frequency program: it's about fully engaging and rewarding customers in a way that not only keeps them coming back, but that encourages to bring along their friends and colleagues. You'll learn about the latest approach to customer loyalty that touches on the key drivers of repeat customers and how your organization can put these actions into place. The session will address the connection between loyalty, frequency, and word of mouth, and what it takes to maximize the results. Hollander has over 30 years experience in loyalty marketing with extensive experience in dozens of industries and hundreds of programs.

People Session 5: 2:30-3:20

### **Channel Partner Programs**

**Sponsor:** The Incentive Marketing Association

**Speaker:** Doug Press, president, The Incentive Group

**Session overview:** For organizations that sell through brokers, agents, retailers or other third-parties, engagement is even more challenging. Any strategy has to address the reality that these are independent businesses that have their own organizational needs and challenges. Attendees at this session will get an overview of the essentials of developing effective channel partner relationships and engaging the key people you need to drive the performance of your products or services. Press has built and managed distribution channels for major technology companies and has helped dozens of other companies do the same.

People Session 6: 3:30-4:30

### **Cross Functional Marketing—Breaking Down the Barriers**

**Proposed Presenters:** Representatives from the American Strategic Management Institute and Human Capital Institute.

**Session overview:** People engagement is a cross-functional issue. The issue is: how to align communications and marketing activities between marketing, sales, and human resources. Executives representing associations from all of the critical fields will address ways management can better align activities across the organization to achieve overall

corporate objectives. Attendees will learn about resources they can draw from to gain a better understanding of how they can integrate organization communications for improved results. The speakers will share perspectives of their own fields and the others with which they interact.

## One Day Seminar, (May 8)

People Session 7: 9:30-10:20

### **Keynote Session: Brands from the Inside Out**

**Speaker:** Mark Schumann, co-author of *Brand From the Inside*, and Communication Consultant for Towers Perrin.

How does an organization go about creating a brand orientation among its own employees? What's involved with getting employees involved with the message of satisfying customers? This session provides concrete information on why it is essential for most organizations to turn employees into brand ambassadors. It includes ideas on how to turn internal communications and recognition strategies into formal ways to connect employees to customers and achieve organizational goals. Schumann's book, *Brand From the Inside*, co-authored with Libby Sartain, broke new ground in the emerging field of internal marketing and branding. His talk will provide a fresh look at the role of internal communications and marketing from the perspective of an expert for one of the nation's leading human resources consulting companies.

People Session 8: 10:30-11:20

### **Employee Engagement and High Performance**

**Sponsor:** Society for Industrial and Organizational Psychology

**Speaker:** Jack Wiley, Executive Director of Kenexa Research Institute.

Being able to align employees with customer needs and business outcomes requires an understanding of the leadership practices that drive employee engagement and high performance. How can organizations implement the changes necessary to inspire all employees to focus on customer needs? What impact does this have on business results? This presentation focuses on the organizational and leadership practices that build employee engagement and drive customer loyalty and business success. Twenty years of research as well as case studies from a variety of industries will illustrate the requirements for delivering the customer value proposition to ultimately outperform competitors. Attendees will be able to assess their own organizations against a checklist of high performance and learn how to enlist employees as allies to diagnose the employee-customer-performance value chain.

People Session 9: 11:30-12:20

### **Linking Employee Recognition to Brand Success**

**Speaker:** Tom Miller, President, The Miller Co.

**Sponsor:** Recognition Professionals International

Fostering a customer-focused organization requires an integrated approach including communications, training, rewards, and recognition to engage and enable employees. This session covers the key elements your organization needs to address in order to align employee behaviors and attitudes with customer and organizational objectives. Attendees will leave with a step-by-step approach they can start utilizing with their next internal recognition campaign.

People Session 10: 12:30-1:20

**Sales Engagement: Selling With Passion**

**Speaker:** To be announced.

For most organizations, sales force engagement is often the critical difference between hitting or missing goals. How do you get your sales team focused on the goals? How they can contribute individually and in a team, and how you can inspire them to perform the actions required for success, are among the issues addressed in this session. Sales managers or their consultants will receive concrete recommendations to implement in their next incentive program to ensure more concrete, measurable results.

You'll get the inside scoop from an organization whose executives have planned campaigns for major corporations for over 30 years.

People Session 11: 1:30-2:20

**The Science of Human Performance Measurement**

Speaker: Rodger Stotz, Research Committee Chair, Incentive Research Foundation and Forum for People Performance Management and Measurement; vice-president, managing consultant, Maritz Inc.

The ability to measure human performance and its impact on organizational results has reached a new level of precision. This session will address the growing number of ways organizations can measure results on a concrete basis, encompassing almost any job function. Attendees will learn about the new ways technology can help the measurement process. This session is especially useful for people who think precise measurement is impossible. Presenters are leaders in results measurement.

**\_\_ Two Day Seminar**

**Payment**

Check/Money Order payable to Selling Communications

Credit Card

American Express  Mastercard  Visa

Name (as it appears on card): \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

**Total:** \_\_\_\_\_

Mail all registration forms to:

Selling Communications  
520 White Plains Road  
Suite 120  
Tarrytown, NY 10591

Or fax all registration forms to 914-591-7699