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IMA Summit Keynote Speakers to Address Preparing for the Future and Industry Growth

MINNEAPOLIS – May 8, 2018 – The Incentive Marketing Association (IMA) announced keynote speakers for its [2018 Summit Journey Beyond](#), set for July 23-25 in Newport Beach, California.

“As leaders of change and the ones impacted by change, we all need to be at the top of our game in



managing change. Our opening keynote, [Kelli Thompson](#), vice president of strategic development, Reality-Based Leadership, is going to talk about [Ensuring our Teams are Ready for What's Next](#). “Kelli’s take on change management is conveyed in a refreshing and thought provoking manner unlike anything I have previously seen,” said Ted Moravec, CPIM, IMA executive vice president and 2018 Summit chair. “Given the pace at which our business is evolving, this is a must attend session,” Moravec added.



Closing keynote speaker [Melissa Van Dyke](#), president of the Incentive Research Foundation (IRF), will share insights from the IRF’s latest research studies on how to increase engagement, grow programs, and, in turn, improve your business. Topics include how organizations are establishing value, using rewards to excel, and designing for effectiveness in 2018. “Nobody has the ability to present research like Melissa Van Dyke. The IRF is a critical partner for IMA and we are again pleased to

have Melissa on hand to present their latest findings. Always interesting, always on point, always important to understanding the market in which we operate,” Moravec said.

The IMA Summit [agenda](#) includes updates on hot topics from across the incentive, reward and recognition industry and sessions for specific segments. It also offers ample opportunities for networking and making new business connections. To register online, view the conference schedule or learn about sponsorship opportunities, silent auction donations, private hospitality spaces and more visit the [IMA website](#). Early bird registration ends Fri., June 8.

About the Incentive Marketing Association (www.incentivemarketing.org)

The [Incentive Marketing Association](#) (IMA) connects members from leading companies across the marketplace to create a unified voice and growth for the incentive industry. IMA is the umbrella organization for the Incentive & Engagement Solution Providers (IESP), Incentive Gift Card Council (IGCC), Incentive Manufacturers & Representatives Alliance (IMRA), Incentive Travel Council (ITC) and IMA Europe. IMA members have the expertise, leading brands and services to help companies improve their business with recognition, reward and engagement programs.

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