



Incentive Research Foundation to Introduce New Virtual Event

Washington, DC (September 24, 2020) The Incentive Research Foundation is pleased to introduce a new virtual industry event. Over the course of the afternoons of December 1 and 2, ***UNvitational: An IRF Virtual Experience*** will offer incentive professionals unexpected approaches to education and networking.

Due to continuing developments related to COVID-19, the IRF cancelled the 27th Annual IRF Education Invitational, previously scheduled to take place December 1-4, 2020 at the Hyatt Zilara & Hyatt Ziva Cap Cana, Dominican Republic. The IRF also announced in July that it will resume its signature event June 2-5, 2021, at the JW Marriott Marco Island Beach Resort.

“After a challenging year for the incentives industry, the IRF looks forward to bringing this community together to reconnect, learn, and have some fun in a virtual setting,” said Stephanie Harris, IRF President. “The UNvitational will give us opportunities to approach education and engagement in fresh and exciting ways.”

The UNvitational’s education program will be open to the entire industry. Rapid-fire, forward-thinking sessions will address pressing topics such as using incentives to accelerate recovery, delivering incentives virtually, and legal considerations. Preliminary findings from *The Incentive Travel Industry Index* will also be presented.

Each day of the UNvitational will also include a series of small group activities for qualified incentive buyers. Attendees will participate in teambuilding activities, roundtable discussions, and networking opportunities.

Throughout 2020, the IRF has continued its robust delivery of research, education, and community building. The IRF assembled panels of experts from the airline, gift card, and DMC industries for a series of successful webinars. The IRF released research that addressed the impact of COVID-19 on the incentives industry, including three pulse surveys, *COVID-19 and Disruption in the Incentive Travel, Meetings and Events Industry*, and *Incentive Program Design for Crisis Recovery* (to be released September 29.)

Registration for ***UNvitational: An IRF Virtual Experience*** opens soon. Registration information and updates will be posted on the ***UNvitational website***.

About the IRF:

The Incentive Research Foundation (TheIRF.org) funds and promotes research to advance the science and enhance

the awareness and appropriate application of motivation and incentives in business and industry globally. The goal is to increase the understanding, effective use, and resultant benefits of incentives to businesses that currently use incentives and others interested in improved performance.