

IMA
CHAT

June 2025



IN THIS EDITION

3	President's Message
4-6	Bridging the Gap: Episode 3 - Incentives, Merchandise, and Gift Cards in European B2B Loyalty - Tom Peace
7-8	IMA Europe Summit & Awards 2025
9	New member: Allegro
10-12	IMA Incentives & Recognition Insights 2025
13	New Member – Inloyalty
14- 15	Is your content ready for the new accessibility rules?
16 - 18	B4B Payments - Re-inventing Rewards
19	IMA at a Glance
20	IMA Events



PRESIDENT'S MESSAGE

I am back in the office following an amazing few days in Brussels attending our most recent regional meeting. As always, the local Benelux group delivered - what an excellent couple of days. If you were there, you will have seen the updates on the market, learnt about the latest motivation techniques, seen some great examples of sustainability in action and witnessed me being stuck between two jugglers dressed in a luminous waistcoat and hard hat! This was thanks to the Brussels Circus School who demonstrated the similarities of circus skills to motivation!

The IMA Europe Board met in person before the Brussels event. We had an update from the Rising Stars who have celebrated their first anniversary. Their progress in one year has been outstanding with over 80 young professionals now Rising Stars members. They have organised webinars and coffee chats with more virtual events to come over the next few months. Well done to the group for an excellent first year, we look forward to your participation in the London Summit in October. If you have not discussed Rising Stars in your company, then I urge you to encourage your younger team members to join. It won't cost you extra and facilitates collaboration and networking within our industry for our leaders of the future.

One subject discussed at the Board meeting was fraud, specifically fraud in B2B. We agreed IMA Europe should take the lead with several initiatives to highlight B2B fraud issues and offer practical advice to members where possible. We share the increasing burden of fraud in our industry with our fellow associations including the GCVA and BVCNL. We will provide more information at the London Summit.

The theme for this year's London Summit is 'Motivating and Incentivising the Workforce and Customer of the Future'. We are planning an extensive range of seminars and working hard to create the first IMA Europe Awards. Nominations are now open, so check out the IMA Europe website to submit your entries. We are really looking forward to celebrating the best of our industry, so enter, you could be a winner!

We will also deep dive into various sections of the IMA Global Research during the London Summit, as well as highlighting cyber security and investigating how AI can be practically applied to our industry. As the agenda is being planned, we are open to ideas for sessions and speakers, so please contact, Phil, Vera or I if you have any ideas.

There are plenty of other opportunities to meet virtually over the summer with our Coffee Chats. You can also join the new Global Connect, Coffee or Cocktail Chat and the IMA MEAPAC chats. Find more information on the IMA Europe website.

If you are off to the IMA Global Summit in Austin, Texas I will see you there. If not, I look forward to talking to you on a Coffee Chat or seeing you at the London Summit very soon.

Thanks

Andrew Johnson
CEO Diggecard
President of IMA Europe





Tom Peace
Managing Director
The Loyalty People

the loyalty people

BRIDGING THE GAP: EPISODE 3 - INCENTIVES, MERCHANDISE, AND GIFT CARDS IN EUROPEAN B2B LOYALTY

I am really disappointed to have missed the event in Brussels, which looks to have been an amazing event. The pictures tell a thousand stories! What happens in Brussels stays in Brussels....



I'm really looking forward to seeing you all in London and in the meantime, I'm very pleased to bring you episode 3 of my series of articles on Bridging the Gap between loyalty programmes and incentive marketing. In this article I am looking at the fast growing B2B loyalty space.

The future of B2B loyalty in Europe is increasingly defined by more than just sophisticated data analytics and relationship management; it's about the strategic deployment of tangible incentives that resonate deeply with business partners. While experiential rewards and enhanced services are gaining traction, the enduring power of merchandise, gift cards, and direct financial incentives remains central to fostering engagement, driving desired behaviours, and building lasting loyalty in the complex B2B landscape.

The Enduring Appeal of Tangible Incentives in B2B

In the B2B world, where decisions are often driven by rational business outcomes, tangible rewards offer a clear and measurable benefit. Unlike B2C loyalty, which often targets individual consumers, B2B programs cater to multiple stakeholders within an organisation, from procurement to end-users. Incentives, merchandise, and gift cards, when strategically deployed, can appeal to these diverse needs and motivations.

The European B2B loyalty market, projected to continue its robust growth, understands that while discounts and rebates are foundational, a diversified reward portfolio is key. The strength of these tangible incentives lies in their flexibility and immediate perceived value. Most importantly B2B incentives need to be personalised to specific stakeholders in the value chain and not just financially rewarding for the business owner.



Incentives: Beyond the Basic Rebate

While rebates and performance-based discounts remain the bedrock of many B2B loyalty programs in Europe, the future sees a more nuanced application of financial incentives that provide value and flexibility for all stakeholders

- **Tiered Rebates and Volume Bonuses:** This traditional model is evolving with greater sophistication. Tiers are becoming more granular, often segmented not just by purchase volume, but by product category, market penetration, or even commitment to sustainable practices.
- **Performance-Based Bonuses (Non-Sales):** The scope of incentives is broadening beyond direct sales. B2B brands are increasingly rewarding partners for activities that contribute to the overall ecosystem. This includes:
 1. **Training and Certification Completion**
 2. **Lead Generation and Referrals**
 3. **Data Sharing and Feedback**
- **Early Adoption of New Technologies and Fintech Integration:** The distribution of monetary incentives is becoming more streamlined. European brands are exploring direct integration with digital wallets, prepaid cards, or even company-specific digital currencies, allowing partners greater flexibility and immediacy in accessing their earned rewards.

Merchandise: Brand Building and "Trophy Value"

Merchandise in B2B loyalty is about more than just branded pens; it's about creating a sense of belonging, recognition, and providing items with genuine utility and "trophy value."

- **High-Value, Branded Equipment/Tools:** Beyond basic promotional items, B2B companies are offering high-quality, branded equipment or tools relevant to the partner's business operations.
- **Exclusive Apparel and Accessories:** Premium branded apparel (e.g., high-quality jackets, smart casual wear) for key personnel within partner organisations can foster a sense of exclusivity and pride.
- **Experiential Merchandise Bundles:** Combining merchandise with experiences. For example, a high-performing partner might receive a branded luxury travel bag along with an invitation to an exclusive industry retreat or a team-building event.
- **Sustainable and Locally Sourced Merchandise:** Aligning with Europe's strong focus on sustainability, B2B brands are increasingly opting for eco-friendly, ethically sourced, and locally manufactured merchandise.
- **Limited Edition and Collectible Items:** Creating a sense of scarcity and exclusivity can drive engagement.

Gift Cards: Flexibility, Choice, and Control

Gift cards, both physical and digital, have long been a staple in B2B incentives due to their unparalleled flexibility and convenience. In Europe, their use is expanding and evolving, driven by digital transformation and a desire for tailored rewards.

The dominance of digital gift cards is undeniable. They offer instant delivery, eliminate logistics headaches, and provide immediate gratification. Multi-merchant gift cards or curated digital catalogues offer partners a vast array of choices.

But the biggest advantage of gift cards is that they can be targeted to different stakeholders. So rather than the business owner, these can be allocated to the team leader who makes the decision on which builders merchant to use. Or the office admin that actually orders all the lunches.



Conclusion

The future of incentives within European B2B loyalty programs is dynamic and sophisticated. While the digital transformation and a focus on deeper relationships drive innovation, the strategic deployment of incentives, merchandise, and gift cards remains a cornerstone of effective loyalty strategies. Their appeal lies in their tangible value, flexibility, and ability to cater to diverse motivations within complex B2B ecosystems.

As European B2B brands continue to compete for share of wallet and mindshare, those that master the art of delivering highly personalized, valuable, and easily accessible tangible rewards, while aligning with evolving corporate values like sustainability, will not only retain their most valuable partners but also cultivate a robust network of advocates essential for long-term success.

The future is about making every interaction count! Often, that comes down to offering the right tangible incentive to the right stakeholder. Cash rebates incentivise the procurement team and the business owner but localised, personalised rewards that benefit the restaurant manager, school admin or service rep will make a significant difference in participation and loyalty within a B2B environment.



ima Summit Europe

October 1 & 2
London



We are delighted to announce that this year's pinnacle industry event, the IMA Europe Summit will take place on October 1st & 2nd in the stunning Church House, Westminster, London.

The Summit will take place over 1.5 days.

This year will incorporate the IMA Europe 2025 Awards on Day One of the Summit

Day One:

Registration will be from 12.00pm with Open Networking & Meeting opportunities.

Sessions will commence 2.00pm - 5.00pm, IMA Europe Awards and drinks reception till 6.00pm

Day Two:

Registration will be from 9.00am - Networking Tea/Coffee

The schedule will commence at 10.00am - 5.00pm

The event will be followed by a networking drinks reception from 5.00pm - 6.00pm in the same venue

Each IMA Europe Corporate member company can book two complimentary tickets. International and Consultant member companies can book one complimentary ticket. Additional colleagues will require purchase of reduced rate "Additional member Tickets".

Additional Member tickets are £249,

Non - Member tickets are £449

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

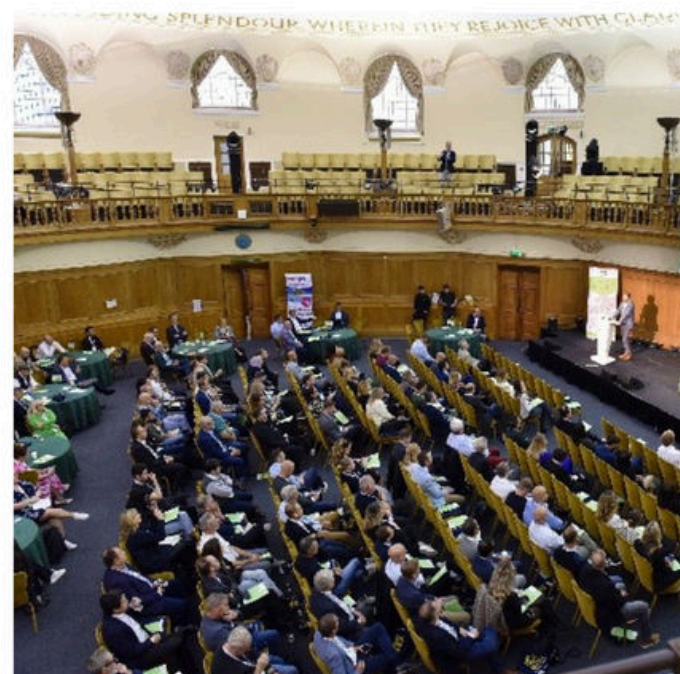
Speakers and Agenda are been finalised and will be communicated soon.

Presentations will be delivered in English.

Sponsorship and Partnership Opportunities available.
Contact phil@imaeurope.com

All tickets booked are valid for attendance at both days to include the IMA Europe Awards.

[Click Here To Register](#)





Nomination deadline extended to July 7th

Nominate yourself or fellow members for the prestigious IMA Europe 2025 Awards! These awards celebrate excellence by recognising outstanding individuals, innovative programs, and exceptional achievements within the incentive and recognition industries. Submit your nominations today and help us celebrate the best of the best! The deadline to nominate is June 30th, 2025.

[Nominate Here](#)

Award winners will be announced at the IMA Europe Summit 2025 in London, October 1st! This global conference is the ultimate hub for collaboration, networking, and education. You'll connect with experts, thought leaders, and peers while discovering new research and the best strategies to improve your programs.

Categories

Any company offering the services listed in each category are eligible to enter the IMA Europe Awards 2025. The Awards are open to IMA Europe members, members of other IMA chapters across the world and any company managing an incentive program or service in the listed categories.

Excellence Awards
Excellence in Gift Cards
Excellence in Loyalty & Engagement
Excellence in Incentive Travel
Excellence in Innovation & Technology
Excellence in Merchandise in an Incentive Program
Excellence in Incentives & Recognition
Excellence in Social Responsibility and Sustainability

Industry Awards
Rising Star Industry Influencer
Inspirational Place to Work
IMA Europe Spirit Award
IMA Europe Presidents Award



allegro

Adam Przyczka
Business Development Manager
Commercial Products
Allegro Sp. z o.o.
<https://allegro.pl/>

LEADING E-COMMERCE IN CENTRAL AND EASTERN EUROPE

Allegro is Poland's most popular shopping platform and the largest e-commerce player of European origin. Operating a marketplace model, it enables millions of shoppers to find whatever they need from thousands of merchants. Today, the platform not only anchors Polish e-commerce; it has become a national economic flywheel, celebrating its 25th birthday with an impact that now reaches about 1% of Poland's GDP.

For a quarter-century, Allegro has shown that innovation and loyalty can power a self-reinforcing flywheel for both merchants and shoppers. More than 160,000 sellers on Allegro benefit not only from 21 million active buyers but also from advanced technology, advertising tools, business-education programs, and seamless regional logistics. Customer-centric growth engines in fintech, advertising, and delivery further deepen that engagement.

Allegro Smart! – the largest online loyalty scheme in Central and Eastern Europe – boasts an NPS of 90 and has already saved users over PLN 15 billion in shipping costs.

Allegro Pay's buy-now-pay-later service gives shoppers modern, secure credit at checkout, while a dense network of pickup points – including Allegro One Box lockers and the Allegro Delivery program – ensures fast, convenient fulfillment.

By attracting and developing top professionals across Poland and the wider CEE region, the company keeps its marketplace – and the businesses that depend on it – at the forefront of digital commerce.

NOW AVAILABLE: 2025 Research Reports



One Global Research. Ten Research Reports.

Incentives & Recognition Insights 2025 is based on a single international dataset and results in ten interconnected reports. Together they form a structured and scalable knowledge base for the incentive marketing industry—designed to deliver both global comparability and local relevance. Each report offers a focused lens, providing structure, depth and actionable insights across regions and roles.

EXECUTIVE SUMMARY



IMA Members and Non-Members

Industry Reports

Available to SIG Members Only



JOIN IMA & SIGS TO GET ACCESS →

hifft

Regional Reports

Available to IMA members

The below Reports are hosted on the IMA Europe Members Area. You will require your 2025 IMA Europe member password to access. This has been supplied to all Primary members. If you require resending, please email office@imaeurope.com



ACCESS →



ACCESS →



ACCESS →



ACCESS →



ACCESS →

JOIN IMA TO GET ACCESS →



Luis Sanz - Head of Sales & Partnerships
lsanz@inloyalty.es
www.inloyalty.es

INLOYALTY: DRIVING ENGAGEMENT AND GROWTH WITH INCENTIVE AND LOYALTY STRATEGIES

Our journey began in 1996 with the launch of the Travel Club Loyalty Program in Spain, which currently has over 4.5 million customers and 217 million loyalty transactions annually.

In today's competitive business landscape, customer loyalty and team motivation are fundamental pillars for sustained growth. At Inloyalty, we position ourselves as a strategic partner, supporting brands with comprehensive, innovative loyalty and incentive solutions to transform their relationships with customers and employees.

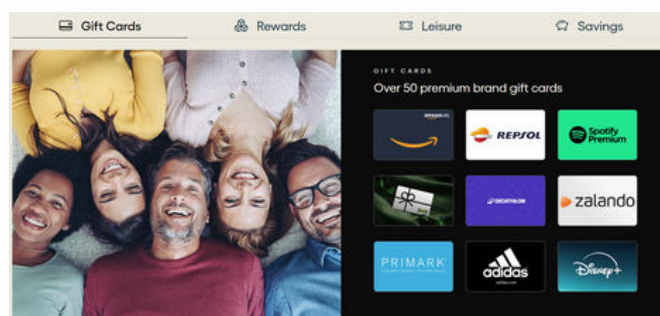
At Inloyalty, we understand that every business is unique. That's why we specialize in the design, implementation, and management of tailored programs. Our experience ranges from complex points and rewards programs for customer loyalty to dynamic systems to incentivize the performance of sales teams and sales forces.

Our Services

The true value we bring to brands like Repsol, Eroski, Samsung, Iryo, OK Mobility... lies in our ability to connect business objectives with programs that generate tangible results, as well as the support they don't find with other providers. In the field of incentives, this translates into:



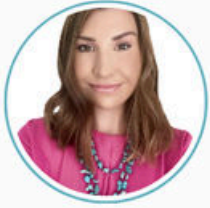
- **Incentive and Rewards Management:** We offer a wide range of immediate reward options (gift cards, products, travel, leisure, sustainability...), efficiently managing the entire process from purchase, stocking, and delivery to the end customer.
- **Incentive Programs to Boost Sales Teams:** We design schemes that reward goal achievement, increased productivity, and excellence in service, motivating your teams to exceed their targets.
- **Channel and Team Activation:** We create gamified experiences, challenges, contests... that drive activity in distribution channels, franchise networks, or internal teams, fostering healthy competition and commitment.



All of this is supported by our proprietary technology platform, a robust and scalable SaaS solution that allows us to centrally manage all aspects of a program, from data collection and segmentation to campaign launches and results analysis. This advanced technology, combined with in-depth strategic consulting and comprehensive management, ensures that every program we implement is effective and profitable.

URL: www.inloyalty.es

Is Your Content Ready for the New EU Accessibility Rules?



Elaine Keep
Freelance Content Writer
www.elainekeep.com

Elaine Keep
creative | content | marketing

Most digital services today still exclude millions of people. Whether it's websites that can't be read by screen readers, ticket machines that are impossible to use without sight, or apps that rely on complex interactions, the digital world is full of unnecessary barriers. That's not acceptable, and soon, it will no longer be legal either.

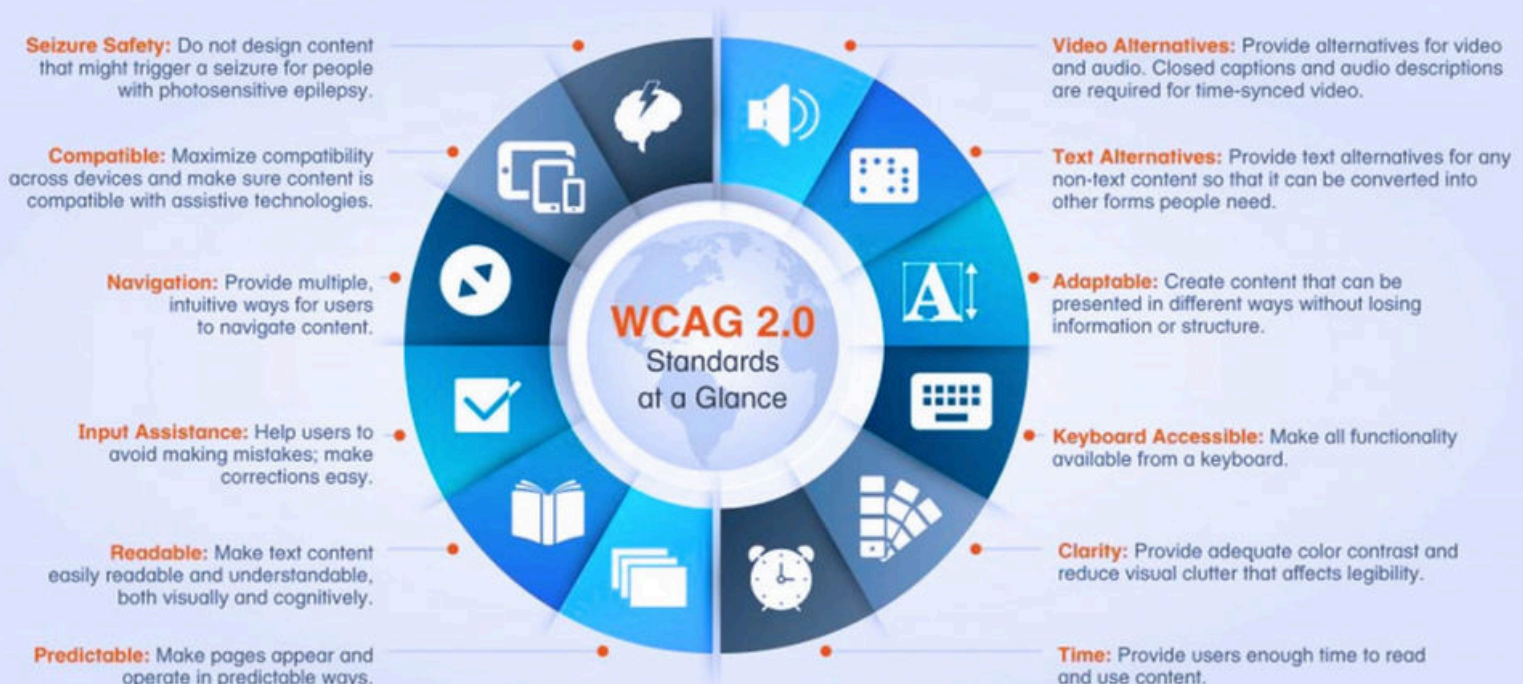
From 28 June 2025, the European Accessibility Act (EAA) will require a wide range of products and services to meet new EU-wide accessibility standards. For businesses, this isn't just another piece of red tape. It's a shift in how digital services are built, marketed, and delivered.

If your company operates in the EU or sells to EU customers, the EAA will apply to you.

So, what does this really mean? The emphasis is on two key areas:

1. Web accessibility - requiring digital services to meet the Web Content Accessibility Guidelines (WCAG), which cover everything from readable text to screen reader compatibility.
2. Design for All (EN 17161) - requiring organisations to embed accessibility into every stage of design and development, from planning to post-launch support - AKA a long-term, structural change.

Businesses that ignore the EAA risk penalties and loss of access to EU public procurement.



Changes to make

- Write in plain language with short, simple sentences and avoid jargon.
- Hemingway Editor helps identify hard-to-read sentences.
- Use clear heading structures (H1 > H2 > H3) to help screen readers navigate your content.
- Use built-in heading styles in Word, Google Docs, or your CMS (e.g. WordPress).
- Make link text descriptive. Avoid “Click here” — be specific (e.g., “Download our annual report”).
- Add alt text to all meaningful images. Explain what the image conveys, not just what it is.
- Use Microsoft Accessibility Checker in Word, Excel, PowerPoint, or CMS tools with built-in alt text prompts.
- Use bulleted lists and short paragraphs as they improve readability and screen reader flow.
- Ensure high colour contrast and readable font sizes
- Avoid pale grey text on white backgrounds. Look for the WebAIM Contrast Checker for fast, accurate testing.
- Add accurate captions to all videos so it’s usable without sound. Kapwing, Descript, or [YouTube’s built-in captioning tool] can auto-generate and edit captions.
- Provide transcripts for podcasts and audio files. Otter.ai or Rev offer transcription services.
- The deadline is approaching fast, and the scope of the law is wide. Businesses that take action now will be in a stronger position to comply, compete, and serve their full audience. Those that delay risk falling behind — and losing out.

If you want support building a smarter content strategy I can help!

Email me hello@elainekeep.com



Reinventing Rewards: How Prepaid Technology is Changing the Game for Incentivisation

Simplifying Business Payments Globally
"Effortless, Compliant, and Secure Global Business Transactions"



REINVENTING REWARDS: HOW PREPAID TECHNOLOGY IS CHANGING THE GAME FOR INCENTIVISATION

Reinventing Rewards: How Prepaid Technology is Changing the Game for Incentivisation

In today's experience-led marketing landscape, incentives have evolved from one-off gestures to essential tools for engagement, loyalty, and brand connection. As the pace of campaigns accelerates and personalisation becomes the norm, agencies are rethinking how rewards are delivered and experienced. At B4B Payments, we've seen firsthand how the shift toward real-time, digital-first solutions is reshaping the incentive economy, unlocking new levels of agility, creativity, and operational efficiency. Explore how the rewards landscape is shifting, from static, one-size-fits-all solutions to dynamic, prepaid technologies that offer greater flexibility, control, and real-time value. Learn how innovative agencies embed these tools into their campaign frameworks to enhance engagement, streamline operations, and deliver measurable outcomes.

Agencies are under constant pressure to do more than just produce great creative. It's a metrics-driven world where measurable impact rules. And that often hinges on one thing - effective and irresistible incentives.

From customer acquisition to internal team motivation, rewards have become a vital tool in the agency toolkit. But traditional methods - such as vouchers and gift baskets - are being outdone by a new kind of reward that's fast, flexible, and digital-first.

Rewards That Work Harder

For agencies juggling tight deadlines, demanding clients, and complex campaigns, reward fulfilment can be a logistical nightmare, and trends are changing. Where once a hamper or static voucher would suffice, today's recipients demand speed, flexibility and relevance; the outdated options no longer cut through in a world conditioned by real-time convenience and digital personalisation.

Whether it's recognising top performers, driving customer referrals, or fuelling a nationwide product launch, agencies need a tool to create tailored reward experiences that actually resonate. The overarching answer is a digital prepaid card, where the real advantage lies in the versatility, offering agencies more creative freedom and less operational hassle.



A New Era of Reward Infrastructure

The rewards industry is going through quite a revolution. What used to be a niche bolt-on has become a strategic pillar and key differentiator in marketing performance.

As client demands shift and digital expectations grow, agencies need reward systems that scale, adapt, and deliver instantly.

Emerging from the rubble of old reward patterns is a new model of incentive, a digital-first, operationally lightweight, and highly customisable experience.

Agencies that weave incentives into the strategic fabric of their campaigns aren't just improving experiences; they're driving outcomes. And the shift is widespread, with 86% of companies now leveraging rewards programmes.

Source

At scale, incentives and rewards can feel daunting. Under the pressure of tight deadlines, complex campaign layers, and ever-shrinking turnaround times, the last thing agencies need is added administrative overhead.

That's why intelligent infrastructure becomes essential. With instant delivery, multi-format options, including physical, virtual, and reloadable cards, and seamless integration with mobile wallets, rewards can shift from logistical burden to strategic enabler. Flexibility isn't just a convenience; it's a competitive edge, allowing agencies to move fast, stay agile, and deliver meaningful experiences without losing operational momentum.

Real-world Agency Case Studies

Agencies across the UK are already putting this model to work.

Teams have rolled out real-time prepaid cards to give recipients full control over their rewards, paying out millions through tailored programmes that drive engagement and reflect a customer-first mindset.

For prize-led campaigns, some agencies have streamlined reward distribution, dramatically cutting down fulfilment times and keeping operations smooth behind the scenes.

Sustainability-focused marketers have embraced digital card solutions to reduce waste, align incentives with eco-conscious values, and take meaningful steps towards greener operations, without compromising on user experience.

At scale, others have relied on the digital approach to manage consistent reward programmes across multiple departments, divisions, and regions - bringing cohesion to complex structures while keeping the process effortless.

The Bigger Picture

Gift cards and branded collaterals aren't emerging trends; they're current expectations, and the future of rewards is clearly digital, and increasingly green. As eco-conscious practices move up the priority list for businesses and their audiences alike, sustainable reward options are becoming a must-have.

At the same time, the shift towards instant, mobile-first payments is reshaping expectations. Physical cards still hold appeal, particularly for brand visibility and campaign impact, but the trend is moving toward digital wallet compatibility and seamless user journeys.

Incentives are no longer a cherry on top - they're baked into the strategy. And agencies that treat them as such are reaping the benefits.

A Need for Change

Marketing agencies aren't just selling ideas - they're delivering experiences. That means small things matter. A well-executed incentive programme can be the difference between a customer that converts or one that scrolls past; between a team that's highly motivated or one that burns out.

It's not just about cards - it's about giving agencies the tools they need to build campaigns that connect, inspire, and deliver great results.

About B4B Payments

B4B Payments empowers agencies to deliver smarter, faster, and more impactful rewards through digital-first prepaid solutions. With nearly two decades of industry expertise and operations spanning the UK, Europe, and the U.S., B4B Payments provides the infrastructure that turns incentives from a logistical challenge into a strategic advantage. Whether scaling complex campaigns or supporting real-time engagement, the platform offers flexibility, speed, and simplicity, helping agencies deliver rewards that truly resonate. As expectations shift and digital demands grow, B4B continues to drive the future of incentivisation with intelligent, scalable, and sustainable solutions.

[Learn More](#)

2025 EVENTS

Planning is underway for this year's events

- October 1st & 2nd – London - [Register Here](#)
- October 1st – IMA Europe Awards – [Nominate Here](#)

[Event sponsorship opportunities](#) – [Click Here to review](#)



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.



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

- Gift Cards & Incentive Cards in the South & West Region - [Click Here to View](#)
- Elevating Loyalty Programs: The Power of Experiential Design- [Click Here to View](#)
- Unlocking the Power of Incentive Travel - [Click Here to View](#)
- Loyalty & Incentives - 5 Emerging Trends - [Click Here to View](#)
- Loyalty Programs in the British Isles.- [Click Here to View](#)
- Embracing Sustainability in Event Planning - [Click Here to View](#)
- Gift Card & Incentive Card Market in Benelux - [Click Here to View](#)
- IMA Europe Market Overview & Global Research - [Click Here to View](#)

IMA "COFFEE CHATS"

We'd like to invite you to IMA "Coffee Chats" and join us on July 23rd at 4p.m UK Time.

This session will be lead by our IMA Rising Stars.

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's calling!

Join hundreds of the world's top incentive and recognition professionals at an IMA Europe event! These gatherings are the ultimate hub for collaboration, learning, and networking. Connect with industry pioneers, thought leaders, and peers who share your passion for driving performance through incentives and recognition.

Stay ahead of the curve with cutting-edge research, emerging trends, and real-world strategies to enhance your programs. Walk away with fresh perspectives, actionable takeaways, and the inspiration to elevate your approach.

Whether you're looking to expand your network, refine your strategies, or spark new ideas, an IMA Europe event is where the future of incentives and recognition takes shape.

**Planning is underway for our event
on
October 1st & 2nd London**

**EVENT SPONSORSHIP
OPPORTUNITIES**

[Click Here to review](#)

