



Incentive Marketing Association

FOR IMMEDIATE RELEASE

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**Incentive Marketing Assn. adds new designation,
Expanding professional education opportunities**

Feb. 18, 2009 - NAPERVILLE, Ill. – Building on its mission to provide effective and efficient educational opportunities to the incentive marketing profession, the Incentive Marketing Association (IMA) today announced the addition of a new designation, Incentive Professional (IP), now available to further build marketing professionals' knowledge - and success for their clients.

“By adding this new Incentive Professional designation to our educational curriculum, we will be able to increase the numbers of incentive marketing specialists who can bring well-researched, enticing, and cost-effective incentive programs to businesses as they look for ways to motivate their employees and retain and attract new customers,” said IMA Executive Director Karen Renk, CAE.

Individuals in the incentive marketing industry may earn the new IP designation by registering for, and successfully passing the IMA's “Principles of Results-Based Incentive Program Design” examination, which is available online at the IMA's web site, <http://www.incentivemarketing.org>

The exam consists of 100 multiple-choice questions and an optional essay question. Successful completion of the exam requires the candidate to know the steps in designing, developing, and implementing an incentive program, considerations for sales incentives, employee recognition programs, safety programs, and consumer promotions. In addition, the exam covers use of appropriate award choices, including merchandise,

travel, and gift cards / certificates, and knowledge of methods to track and measure program effectiveness.

“The certification takes all of the steps critical to designing effective incentives and recognition for employees, channel partners or consumers, and lays it out in a logical non-commercial manner,” said Louise Anderson, who recently earned the IP designation and is president and CEO, Anderson Performance Improvement Co., Hastings, Minn. “I would recommend this curriculum for anyone associated with designing, utilizing, or supporting incentives and recognition in any industry.”

In addition, individuals who have already successfully passed the IMA's Certified Professional Incentive Manager (CPIM) exam will automatically receive an Incentive Professional (IP) designation. IP recipients may use the IP designation after their name, and in business promotion and correspondence materials. In addition, this new designation will be used in IMA print and online directories.

Visit the IMA web site to learn more about the new IP designation, and how to achieve this new level of professional certification. <http://www.incentivemarketing.org>

About the Incentive Marketing Association

Headquartered in Naperville, Illinois, the **Incentive Marketing Association (IMA)** is the leading voice of suppliers in the incentive marketplace. IMA provides education and information services, publications, conferences and seminars, and research to business to help them efficiently use incentive programs to motivate employees and customers. More information about the IMA and the incentive marketplace is available on its website at www.incentivemarketing.org.

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