

# The Incentive Group, Inc., Works to Assure Event Success and National Financial Recovery



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March 2009 – Talk about full service: The Incentive Group, Inc., a Corporate Event Planner, not only provides comprehensive services for planning [employee incentive programs](#) or sales recognition programs, but now its activities behind the scenes are helping to put guidelines in place to ensure that your company's incentive activities are conducted in compliance with new federal laws and to ensure that your company maintains eligibility for federal emergency funding.



The Incentive Group, Inc. provides all-inclusive services in conducting a variety of corporate events, from routine meetings and conferences, to sales recognition programs and employee incentive programs. The Incentive Group, Inc. maintains that company productivity and profits can be sustained and improved, even in tight economic times, by improving relationships with two major sources that are essential to business success: good customers and good employees. Even the most successful businesses must regularly take external and internal action to maintain happy customers and happy, productive employees.

[Sales recognition programs](#) have long been deemed essential management tools, utilized by companies to motivate and boost the confidence of their sales employees. More recently, companies have recognized that employee incentive programs targeting non-sales employees also have a measurable positive effect on the bottom line. Well-informed companies now view both types of programs as necessary to nurture good relationships with one of their most valuable resources – their employees.

Why incentives? Why not cash? The Incentive Group, Inc. presents a compelling case in favor of Travel Awards Employee Incentive Programs. Independent studies support the position that such incentives work better than cash to create feelings of satisfaction and to produce a high level of individual motivation.

Why not just organize your own events? The Incentive Group, Inc. has the purchasing power and connections to negotiate the best rates on services. Minimizing costs helps maximize attendance, ensuring greater success. Letting The Incentive Group handle the details free up company personnel from the onerous obligation of struggling to complete all the tasks necessary to set the stage for these kinds of events. Your employees are then able to spend their time doing what they do best: Their jobs.

You definitely need to consult with a professional [corporate event planner](#) before hosting any incentive event if you have received emergency government lending for distressed corporations. Under calls from the Obama administration, as well as a bill proposed in the U.S. Senate, the Secretary of the Treasury would be required to “develop and publish corporate governance principles and ethical guidelines for recipients of emergency economic assistance including restrictions governing payments for conferences and events.” (S.133, “Troubled Asset Relief Program Transparency Reporting Act,” Introduced 01/06/2009). The bill also mentions travel

accommodations, travel expenditures, entertainment, holiday parties, and employee recognition events.

The Incentive Group, Inc. is a member of Meeting Professionals International (MPI), one of a group of eight event industry associations that have stepped forward to voluntarily create a "Model Board Policy for Approval of Meetings, Events and Incentive/Recognition Travel." Although the Model Policy will constrain the very corporations that use the services of member corporate event planners, it will also protect the uninterrupted, smooth operation of the event industry.

MPI members like The Incentive Group, Inc., have thus dedicated themselves to assisting economic recovery by taking action to protect the significant percentages of jobs, tax revenues, and travel-related spending generated by the event industry, and also by aiding client companies that receive federal emergency funding to avoid legal problems over its use.

About The Incentive Group, Inc.: The Incentive Group, Inc. offers comprehensive [corporate event planning](#), from local, regional, or national meetings, to custom-designed Travel Award programs, to participant feedback reports, plus everything in between. All services provided by The [Incentive Group, Inc.](#), have a unified goal in mind: To understand your business and to provide what you need in order to obtain measurable results.

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