



## The Motivation Show 4<sup>th</sup> Annual Engagement Conference *Connecting Engagement and Financial Results*

### Tracks and Topic Suggestions:

#### Employee Recognition

- Awards/rewards selection
- Budgeting/cost-saving ideas
- Case studies
- Employee incentive programs
- Employee performance/evaluation
- Generational and/or other demographic issues
- Industry trends/future
- Motivation principles and theories
- Organizational culture
- Proving program ROI, metrics and measurement
- Recognition program planning
- Talent identification/development
- Team building
- Technology: reward/recognition platforms, intranets, social media/networking
- Training/Leadership development

#### Sales Motivation

- Aligning sales & marketing to incentive/loyalty programs
- Budgeting/cost-saving ideas
- Business motivation
- Case studies
- Distribution/channel partners
- Principles and theories
- Proving program ROI, metrics and measurement
- Sales incentive program planning/design
- Sales management & strategies
- Technology
- Training

#### Customer Loyalty

- Budgeting/cost-saving ideas
- Case studies
- Competitive advantage
- Customer Service
- External Branding
- Incentives in the B2B space
- Industry trends/future
- Loyalty programs/customer rewards
- Loyalty Shopping/Gift cards
- Principles and theories
- Proving program ROI, metrics and measurement
- Technology/social media

#### Meeting & Event Management

- Budgeting/cost-saving ideas
- Case studies
- Global issues
- Green events/carbon footprint
- Industry trends/future
- Legal issues
- Principles and theories
- Program planning
- Proving program ROI, metrics and measurement
- SMMP
- Technology/social media
- Virtual events

**Please note:** the topic suggestions are intended to provide direction but should not be considered exclusive. Topics are listed alphabetically and not necessarily in order of priority.