



**NOW
IN ITS
THIRD
YEAR!**

Editorial Planner Spring 2008

Rewarding and Recognizing Employees to Drive Business

COVER FEATURE

Summertime All Year Long

Understanding your employees and their personal lifestyle needs. How do they pursue their passion when not at work? How do you keep your employees motivated in the summer? How do you ensure that your employees have that feel-good summertime feeling all year long?

FEATURES

Techno Incentive

What is the role that technology plays in employee reward and recognition? Today, many employers are using non-intricate technology to recognize their employees, including online nomination forms designed to track and audit results. Benefits for employers include reduced costs, monitoring and tracking potential, etc. Still, with the inherent elimination of interpersonal communication, is technology really the answer?

From Objective to Delivery

A continuation of Power Breakfast speakers. Discover tips on how to implement an effective incentive program from those who are accomplishing this goal with considerable success.

DEPARTMENTS

New Member News

Our new member profile plus a list of new IMA-CC member companies.

What's Hot?

The latest in rewards, gift cards and travel merchandise for the summer season.

Survey Poll

Results from this poll will be revealed in the Summer issue of *Canadian Incentive Magazine*. Plus: results from our Winter poll.

Incentive Research

Measuring incentive ROI.

Industry News

The latest happenings within IMA-CC.

Incentive Calendar

A comprehensive list of upcoming conferences, tradeshow and events.

Beyond Cash

A full-colour department featuring the latest and greatest in product and service offerings in Canadian incentive marketing.

All feature stories subject to change.



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