



SELF-MARKETING

ADVOCATE
PPAI & ASI

How To Schedule Speaking Opportunities

Who are you trying to reach?

The PPAI & ASI ADvocate program is targeted to organizations that want to benefit from the use and effectiveness of promotional products. These are typically organizations that are made up of local businesses or marketing professionals, as well as students.

LOCAL CHAPTERS OF:

Chamber of Commerce

Rotary Club

American Marketing Association (AMA)

Direct Marketing Association (DMA)

International Association of Business Communicators (IABC)

Association of Women in Communications

American Association of Advertising Agencies (AAAA)

American Advertising Federation (AAF)

Public Relations Student Society of America (PRSSA)

OTHER SOURCES:

Local business journals (sponsors business speakers' series, ask for advertising representative)

Local networking organizations (e.g., Dallas Business Association)

Minority business associations

Specific industry groups for business owners (i.e., insurance, banking, lawyers)

Area universities, colleges and junior colleges

How do you get the word out?

Below are some key tips for securing those speaking opportunities.

- Make a list of contacts. Try to include at least 20 organizations on your list.
- Do your homework and know who you're calling. Go to the organization's website and look at the titles of previous meetings to see what topics have been covered. Also, make sure you know the primary purpose of the organization before you contact them.
- Make it a goal to contact two organizations a week or three per month. Set your own goal number based on the amount of time you are able to give.
- Use the phone script provided as a guide. Speak slowly and clearly.
- In some cases, you can send an email first then follow up with a personal phone call.
- If you have to leave a voice mail, make your message short but interesting. Here's an example:

“Hello John. My name is **Joe Smith** and I am calling to offer a free speaker's presentation to your members on how they can quickly and effectively increase exposure of their businesses. I am a trained and qualified speaker for promotional products industry and would like to take just a few minutes of your time to discuss this free program idea for your next membership meeting. I can be reached at **xxx-xxxx**. Thank you.”
- Introductions are always helpful. See if you know anyone that has a tie to this organization, and ask if you can use their name as a referral.
- Remember, enthusiasm sells. This is a fun opportunity, so make sure that's reflected in your tone.

What if they say no?

Just as with sales, you have to remember the old adage “Some will. Some won’t. So what? Who’s next?” In other words, keep moving down your list.

- If the person says no, offer to send information on your organization anyway. Maybe the person on the other end of the phone just didn’t understand what promotional products were or what you were offering to present to them.
- Confirm their address and then immediately send a follow-up letter and information on your association, as well as the attached FAQ about promotional products. Do you have any extra product samples around the office? Include one as an example of a promotional product.
- Follow up within a week of the person receiving your information.

What if they say yes?

- Prepare. Review the presentation in advance of the event and adjust your speaking points to fit the audience’s interests.
- Arrive at least 15 minutes ahead of time to be sure that you have time to fix any kinks in the plan.
- Don’t forget the power of referrals. After your presentation, be sure to ask the sponsor if they know of any other organizations that could benefit from this type of presentation. Add those contacts to your list.
- Always be sure to send a thank-you note to the sponsor after the event.

Speaker Resources

Here are examples of just a few of the national business organizations that have local chapters or affiliates throughout the U.S.:

American Society of Association Executives, www.asaenet.org

Direct Marketing Association, www.the-dma.org

Rotary International, www.rotary.org

Kiwanis Club, www.kiwanis.org

American Marketing Association, www.marketingpower.com

Meeting Professionals International, www.mpiweb.org

International Association of Business Communicators, www.iabc.com

U.S. Chamber of Commerce, www.uschamber.com

Public Relations Society of America, www.prsa.org

Top Buyers of Promotional Products

Here are the top 10 buyers of promotional products based on sales volume. All of the industries are represented by at least one major trade association and many other smaller professional organizations. Many have local chapters or affiliates.

1. Education: schools and seminars
2. Financial: banks, credit unions and stock brokers
3. Healthcare: hospitals, nursing homes and clinics
4. Not-for-profit: churches and charities
5. Construction: builders, contractors and manufacturers
6. Government: public offices, agencies and political candidates
7. Trade, professional associations and civic clubs
8. Real estate: agents, title companies and appraisers
9. Automotive: manufacturers, dealers and parts suppliers
10. Professionals: doctors, lawyers, CPAs and architects

Presentation Topics

- Promotional Products—The Last Word
- The Proven Power Of Promotional Products
- The Secret Ingredient Of Integrated Marketing
- Results Speak Louder Than Words—Get The Last Word
- Firing On All Cylinders (integrated marketing)
- It's Just A Matter Of Fact—Promotional Products Work!
- INTERRUPTED: Marketing To The Inundated Consumer
- SHOW & COMPEL: The Power Of Promotional Products

Marketing Letter 1

SUGGESTED AUDIENCE: MARKETING PROFESSIONALS

Dear **Mr/Ms/Mrs Name Here**:

Chances are you've scrolled through a website in the past week, but do you remember any of the advertisers? Many people don't, according to a recent survey. However, one advertising medium is definitely memorable—promotional products.

In an intercept poll of more than 675 respondents, promotional products had a recall rate significantly higher than other forms of advertising. In fact, of those who had received a promotional product in the past 12 months, 88 percent could recall the name of the advertiser who gave them the product. And 53 percent of the respondents reported using the item at least once a week.

If you've ever stood in line for a t-shirt or redeemed an offer for a gift with purchase at your favorite retail store—you know the attraction and appeal of promotional products.

But do you know that promotional products can help you maximize your marketing and promotional efforts by reinforcing your message not once, not twice, but every time the product is seen and used? This is the power of promotional products.

PPAI & ASI have developed a speaker program called PPAI & ASI ADvocate and trained me to deliver an entertaining and useful 20-minute presentation designed to help business audiences maximize the proven effectiveness of promotional products for their business needs.

There is no charge to your group to use my speaker services and I can provide a PowerPoint or Prezi presentation if you are able to support it.

If you would like to schedule a presentation or get more information about how my presentation can benefit your group, please call me at **xxx-xxx-xxxx** or e-mail me at **xxxxxxx@xxxx.com**.

Thank you for your consideration and I look forward to hearing from you.

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Marketing Letter 2

SUGGESTED AUDIENCE: GENERAL BUSINESS PROFESSIONALS

Dear **Name Here**:

Pens. Polos. Stadium Cups. Even iPods. Did you know that all of these products can be imprinted with a company logo? In fact, these products and thousands more make up the \$19 billion promotional product industry.

My name is **XX** and I am a member of the (organization name), which represents professionals in the promotional products industry. In fact, we count more than 32,000 businesses as members.

The reason for the growth in our industry is simple—promotional products work. Their cost per impression is low, yet their usage and impact is high. The industry has conducted independent research and the results prove it. Promotional products play a key role in effective marketing and advertising.

I would like the opportunity to share this information with your members at an upcoming membership meeting or business breakfast. I've been trained by PPAI & ASI to speak about the power of promotional products, and I have a special 30-minute presentation prepared just for this purpose and am offering it free to your organization. Of course, I can bring some creative examples on the use of promotional products as well. It's a fun presentation that I think your members will find very interesting and can apply to their businesses.

I will follow up with you in the next few days about the possibility of scheduling a date for this presentation. In the meantime, enclosed are some interesting facts about promotional products.

Thank you for your consideration.

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Sample Telephone Script

Hello. My name is **Joe Smith** and I'm calling on behalf of the (**organization name**). How are you today?

PAUSE

I understand that you are the person responsible for developing your meeting topics and arranging speakers. Is this correct?

Great. Well, the reason for my call is to discuss the possibility of educating your members on the power and marketing impact that promotional products can have on their businesses. Are you familiar with promotional products?

PAUSE

If a positive response is given: That's right... **[go to (1)]**

If negative/non-committal response: **[go to (2), then (1)]**

PAUSE

(1) This industry is growing for one reason—promotional products work. The impressions these products make is long-lasting. That's why it's an \$19 billion industry. And, I'd like to speak to your members about the use promotional products as a driving force in their marketing campaigns. I've been trained by our trade organizations—PPAI & ASI—to speak about the power of promotional products, and I have a special 30-minute presentation prepared just for this purpose. May I schedule a time with you to present this to your members?

(2) Promotional products are any item that carries a company logo – shirts, bags, pens even electronic items like iPods. In fact, did you know that many retail companies like Tommy Hilfiger and Godiva have made the crossover to promotional products?

(If yes...)

That's wonderful. (**Discuss specifics here**). I'll need a projector to connect my laptop which has my PowerPoint presentation. I will be sure to arrive at least 15 minutes early and I will bring examples of a variety of promotional products. I will also have some handouts for your members. About how many attendees do you expect?

Thank you again for your time and interest. I look forward to seeing you on (**date here**).

(If no, or... I need to check with my board)

I understand. In the meantime, may I send you some information about the impact of promotional products? Perhaps you will have an opportunity to call on me for this presentation in the coming months.

Let me just confirm your address (get info here). I can follow up with you in two weeks. Is it ok to call you then or do you recommend another time to call? Great. Again, thank you for your time. I will have this in the mail to you shortly.

Email Template To Request A Speaker

SUBJECT: Need A Speaker? Contact Us!

COPY:

Call A PPAI & ASI ADvocate!

Promotional Products Association International (PPAI) and Advertising Specialty Institute (ASI) have a trained team of promotional professionals to deliver an entertaining and useful presentation designed to help business audiences maximize the proven effectiveness of promotional products. This presentation will focus on how your audience can improve their marketing and advertising, solve their business challenges and enhance the staying power of their brand and message by incorporating promotional products into the marketing mix.

There is no charge to your group to use these speakers' services. The speaker can also provide a PowerPoint or Prezi presentation if you are able to support it.

To find a PPAI & ASI ADvocate in your area, email ADvocate@ppai.org. This person will schedule a speaker for you. When you email, please be prepared to provide the name of the organization, date, time and place, as well as some demographics on the type of audience you are expecting.

Thank you for using a PPAI & ASI ADvocate.

Press Release 1

FOR IMMEDIATE RELEASE

Media Contact:

PROGRAM PROVIDES FREE SPEAKERS TO ORGANIZATIONS

City, ST (Date) Chances are you've read a newspaper in the past week, but do you remember any of the advertisers? Many people don't, according to a recent survey. However, one advertising medium is infinitely more memorable—promotional products.

In an intercept poll of more than 675 respondents, promotional products had a recall rate significantly higher than other forms of advertising. In fact, of those who had received a promotional product in the past 12 months, 88 percent could recall the name of the advertiser who gave them the product. And 53 percent of the respondents reported using the item at least once a week.

Promotional products work...and that's one of the key messages PPAI & ASI are delivering to members of chambers of commerce, trade and professional associations and other business groups nationwide through its ADvocate Program.

The PPAI & ASI ADvocate program matches requests for speakers with a local Promotional Products Professional who is trained to speak to business audiences about the effectiveness of promotional products as a marketing medium. The presentation also includes tips on choosing the right product, using the creativity of a promotional consultant, case histories, promotional ideas and how-to's customized for a particular business audience.

The speaker program is a free service. To request a speaker for your next event, email ADvocate@ppai.org

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Press Release 2

FOR IMMEDIATE RELEASE

Media Contact:

SPEAKER PROGRAM PROVIDES ASSOCIATIONS WITH FREE RESOURCE

City, ST (Date) Chances are you've read a newspaper in the past week, but do you remember any of the advertisers? Many people don't, according to a recent survey. However, one advertising medium is definitely memorable—promotional products.

In an intercept poll of more than 675 respondents, promotional products had a recall rate significantly higher than other forms of advertising. In fact, of those who had received a promotional product in the past 12 months, 88 percent could recall the name of the advertiser who gave them the product. And 53 percent of the respondents reported using the item at least once a week.

Promotional products work...and that's one of the key messages PPAI & ASI are delivering to trade associations and business groups nationwide through its ADvocate Program.

The ADvocate program provides promotional product industry professional to speak to trade and professional associations, business and community organizations about the effectiveness of promotional products and the importance of using a promotional consultant as the best means to a successful promotional campaign. This speaker service is free to organizations.

Groups wanting to schedule a speaker can email ADvocate@ppai.org

According to research done by PPAI & ASI, promotional products have been proven successful for business in a variety of areas, including branding/name recognition, building customer loyalty and repeat business, encouraging business referrals and overall customer good will.

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Press Release 3

FOR IMMEDIATE RELEASE

Media Contact:

(NAME OF PPAI & ASI ADVOCATE) ADDRESSES (NAME OF ORGANIZATION) ON THE POWER OF PROMOTIONAL PRODUCTS

City, State (date here, year) – What do pens, polos and plush toys have in common? Each item represents the power and impact of promotional products. (Name of ADvocate here) will address members of the (name of organization here) about the impact of promotional products at their monthly luncheon on (date) at (venue).

(Name of ADvocate) is an industry certified professional chosen to speak about the history of the promotional products industry and ways promotional products enhance marketing campaigns.

Says (Name of ADvocate), “People think promotional products are merely a coffee mug or a bumper sticker. But this industry is so much more sophisticated than that, with products ranging from jackets to crystal to iPads. There are even very popular name brands that have made the crossover into promotional products because it’s an industry that’s proven and it continues to grow at a steady rate.”

In fact, Promotional Products Association International (PPAI) and the Advertising Specialty Institute (ASI) estimate that today’s sales volume of promotional products is more than \$19 billion. Industries that use promotional products as a regular marketing tool include education, financial services, healthcare, non-profit and construction.

(Name of ADvocate)’s presentation will address these statistics as well as how promotional products provide reach, repeated exposure, a high recall rate and how they build impressions. S/he will also address how to incorporate promotional products into audience members’ marketing programs and provide some creative case study examples.

An industry professional for (xx) years, (Name of ADvocate) ...<give brief professional background here>

For more information or to attend the luncheon, contact (provide contact information here).

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Inform. Educate. Excite.

About The PPAI & ASI ADvocate™ Logo & Tagline

In 2013, PPAI & ASI call on all promotional products professionals to actively pursue and support the ADvocate program implementation in their local communities.

Our objective is to present the PPAI & ASI ADvocate program so that it meets the needs of the industry and inspires promotional products professionals to Speak Up! and Reach Out!

The PPAI & ASI ADvocate logo and tagline are the symbols that give the program a distinctive and recognizable image.

As an ADvocate, you are part of the industry's voice and image-building process. We rely on you to ensure that the logo and tagline are not used in any way that diminishes their value, impacts negatively on the program or violates trademark law.

The logo and tagline may be used in the following ways:

- Printed on limited materials used during your presentation of the PPAI & ASI ADvocate program. (This includes invitations, promotional materials and products.)
- The shape, color and typeface used in the PPAI & ASI ADvocate logo and tagline were carefully selected. It is incorrect to stretch, condense, reshape, change the color of or alter the logo or tagline in any way.
- Downloaded for your invitations, agendas and announcements.
- Downloaded for your websites.

If you wish to use the logo or tagline for any other purpose or in any other format, please send a request to ADvocate@ppai.org.

* The ADvocate logo and tagline are trademarks of Promotional Products Association International (PPAI), which regulates their use.

Need More Information On How To Become A Promotional Products Industry ADvocate?

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