



PROGRAM GUIDE

ADVOCATE
PPAI & ASI

It's Time To Speak Up!

As a PPAI & ASI ADvocate, you'll have the opportunity to be the face and the spirit of the industry. The goal of being an ADvocate is to educate business organizations and educational institutions in local communities by showing them how promotional products can help their bottom line by:

- Improving their marketing and promotional campaigns
- Enhancing the staying power of their brand or message
- Solving their business challenges

PPAI & ASI are with you every step of the way. We provide specially designed tools and training that have been formulated in order for you to achieve success. Becoming an ADvocate is simple and can open the door to an infinite amount of networking opportunities—and you'll likely meet new clients along the way.

So what are you waiting for?

Become an industry ADvocate today and learn how you can do your part to further develop the promotional products industry.

What Is The PPAI & ASI ADvocate Program?

It's a new program partnership between PPAI & ASI designed to:

- (1) Train promotional products distributors on how to make presentations to end-buyers about the power of promotional products.
- (2) Show why promotional products distributors are the most effective resource for their communications and marketing solutions.

Who Can Participate?

Any certified promotional products professional may indicate his or her interest to become an ADvocate. To participate, you must attend the two part training course offered by PPAI & ASI. Live and online sessions will be offered. Finally, all ADvocates must sign a letter of agreement relating to established guidelines, ethical standards and professionalism.

How Much Time Is Required?

That's up to you, based on your schedule and preference. You can speak as often as there is a need or limit yourself to just few times a year, but what better way to reach buyers in your community than to speak with them in person about the value of promotional products?

To be certified as an industry ADvocate: (2 hrs. 45 min.)

- Review the PPAI & ASI ADvocate program collateral (30 min.)
- Attend the required PPAI & ASI ADvocate two-part training series
 - Part One: ADvocate Speaker Success (1 hr)
 - Part Two: ADvocating For The Industry (1hr)
- Submit the PPAI & ASI ADvocate application (10 min.)
- Sign and return the PPAI & ASI ADvocate Code of Conduct (5 min.)

Note: The hour-long sessions qualify for CAS and BASI certification points and are offered online and at live PPAI and ASI education events.

When Will The ADvocate Program Officially Be Launched?

PPAI & ASI announced the new ADvocate program at the PPAI North American Leadership Conference and ASI Power Summit in 2013. PPAI & ASI will actively promote the availability of speakers to groups such as Lions Clubs International and Rotary International, educational institutions and key industries, including top users of promotional products: healthcare, finance, education, not-for-profit, etc.

What Role Do Regional Associations Play In This Project?

Regional associations will be responsible for two key areas:

- (1) Promoting the program to their members to recruit ADvocates and
- (2) Promoting the availability of speakers to groups in their communities.

What Support Will PPAI & ASI Provide?

- Live and online training to all ADvocates, with training materials, leave-behind materials and evaluation forms.
- Online search tool for groups needing speakers to search for and contact an ADvocate in their area.
- PowerPoint presentation that can be customized to various audiences.
- Recognition through publications, news releases and website.

Are You Up To The Challenge?

If you're still unsure how to get started, we have some valuable advice for you.

Q: What is an ADvocate?

A: An ADvocate is an industry professional who is passionate about what he or she does and is dedicated to growing the industry by telling the promotional story to audiences who don't appreciate fully the power of promotional products as an advertising medium.

Q: How can the ADvocate program impact your business and the industry as a whole?

A: The impact on a business is subtle, but the impact on the industry is substantial. The ADvocate program is about promoting the only advertising medium that can be experienced by all our senses to end buyers and students across the country. It creates a better understanding and appreciation of our industry as a whole, and hopefully this new level of understanding will translate into increased business for everyone.

Q: Why is the ADvocate program important to you?

A: There are many people who just don't understand the power of promotional products. It is a gratifying feeling to convince someone that promotional products are indeed a viable part of the marketing mix.

Three quick tips for garnering speaking engagements:

- Volunteer to speak and let people know you are recognized in our industry as one of our industry's speakers.
- Let your customers know that you are out there representing our industry by speaking to different groups.
- A classic conversation begins with: "If you ever need a speaker to address the power of promotional products, I would love the opportunity to present to your group."

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

Please contact:

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(p) 215.953.3478

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Code Of Conduct Form

Please complete and submit to: ADvocate@ppai.org



PPAI & ASI ADvocate Agreement

Mission

Service Creed

Code of Conduct

Mission

The purpose of the PPAI & ASI ADvocate program is to educate end buyers and students on the value, benefits and applications of promotional products as a preferred marketing and advertising medium. ADvocate will reach audiences through targeted presentations to key organizations and educational institutions.

ADvocate Service Creed

Seek out speaking opportunities: Dozens of buyer prospects exist within our reach every day. Find out what nonprofit, business, professional and philanthropic organizations and education institutions exist in your local community. Offer your expertise as a speaker for their programs.

Prepare for every presentation: Review your presentation in advance of delivery and tailor information and examples to the demographics of each group. Learn as much about each audience as possible.

Honor all speaking commitments: Arrive on time and prepared for all presentations. If you cannot honor a scheduled speaking engagement, offer to find a replacement speaker.

Be a goodwill ambassador for the promotional products industry, PPAI, ASI and your regional association: Always talk positively about your fellow industry colleagues, members and staff.

Code of Conduct

As a PPAI & ASI ADvocate, I pledge the following:

- To support, promote and enhance buyer and student education about promotional products as a preferred advertising medium.
- To enhance the image of the promotional products industry through my professional conduct. I will not use my speaking opportunity for direct promotion of my products, services or self-interests.
- To share my knowledge, expertise, time and skills for the advancement of the promotional products industry.

ADvocate Name _____

ADvocate Signature _____ **Date** _____

Inform.
Educate.
Excite.

Application Form

Please complete and submit to: Advocate@ppai.org



PPAI & ASI Advocate Application

(Please Print)

Name _____ Designation _____

Title _____ Company _____

Mailing Address _____

City, State, ZIP _____

Street Address (if different from above) _____

City, State, ZIP _____

Phone _____ Fax _____

Email _____ UPIC/PPAI/ASI (circle one) _____

Company Affiliations

My company is a member of PPAI ASI Member Number: _____

My company is a member of a regional association: _____

References

In the spaces below, list the names, phone numbers and email address for three personal references who have heard you speak to a group and can validate your professionalism as an industry practitioner and your experience in public speaking.

Name _____

Phone _____ Email _____

Name _____

Phone _____ Email _____

Name _____

Phone _____ Email _____

Inform.
Educate.
Excite.

I have signed the letter of agreement relating to established guidelines, ethical standards and professionalism. Yes No



CHECKLIST

- Review and download ADvocate speaker and marketing materials.
- Attend ADvocate training sessions one and two.
- Complete the ADvocate application and code of conduct agreement, then submit to ADvocate@ppai.org.
- Once certified as a PPAI & ASI ADvocate, add the ADvocate logo to your credentials, website or business card.
- Use the ADvocate marketing materials to begin networking and marketing yourself as a qualified industry expert and ADvocate speaker.
- Use the ADvocate speaker resources and personal networking to begin booking speaking engagements.
- Produce and order self-promo items for your event.
- Use the ADvocate news release template to promote the event.
- Customize (with your logo/contact) and print audience handouts: ADvocate Fact Books and speaker evaluation forms.
- Know the audience. Research, research, research.
- Review and customize the ADvocate PowerPoint with your logo and include relevant case studies. Then, rehearse, rehearse, rehearse.
- Bring samples of your work to exhibit or circulate.
- Use the ADvocate reporting form to report speaker activity and provide audience feedback.
- Speak Up! and Reach Out!**