



Promotional Consultants:

Register now for any of these 6 powerful sessions designed to teach you everything you need to know about selling incentives!

Tuesday
September 23

10:00 - 11:15

Consumer Sales Promotion Tactics and Strategies

Consumer sales promotion techniques must be both on-strategy and on-budget. They also have to be legal! If you work with or want to work with consumer marketing clients, you'll need to understand what your clients are trying to accomplish, and how you can recommend the best products and promotions to make it happen. In this session you'll learn about:

- The strategic uses for promotion
- The 10 primary promotion techniques
- Promotional products as a brand-building promotional tool



Presenter: Paul Kiewiet, MAS, CIP, President/CEO of BrandKiwi, LLC, and immediate past chairman of the board for Promotional Products Association International

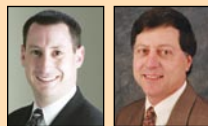
1:30 - 2:45

IMA Principles of Results-Based Incentive Program Design Workshop for Promotional Consultants Part 1

IMA's Principles of Results-Based Incentive Program Design Workshop for Promotional Consultants is designed for distributors who are interested in expanding their sales in the dynamic, \$46 billion plus incentive marketplace. The Principles Workshop is based on a textbook written by Rodger Stotz, CPIM, Maritz, Inc., and Bruce Bolger, CPIM, Selling Communications, Inc. This curriculum was developed from sound research from a variety of sources including the Forum for People Performance Management and Measurement, the Incentive Federation and the Incentive Research Foundation. Specifically designed for promotional consultants, the program addresses:

- Underlying motivation theories
- Program design principles
- Award selection and administration
- Measurement

Registration fee includes program manual and interactive CD.



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Incentive Marketing Association

Presenters: Mark Repkin, Vice President, Certif-A-Gift; Brant Dolan, Director, Business Development, Certif-A-Gift

3:15 - 4:30

IMA Principles of Results-Based Incentive Program Design Workshop for Promotional Consultants Part 2

IMA's Principles of Results-Based Incentive Program Design Workshop for Promotional Consultants is designed for distributors who are interested in expanding their sales in the dynamic, \$46 billion plus incentive marketplace. The Principles Workshop is based on a textbook written by Rodger Stotz, CPIM, Maritz, Inc., and Bruce Bolger, CPIM, Selling Communications, Inc. This curriculum was developed from sound research from a variety of sources including the Forum for People Performance Management and Measurement, the Incentive Federation and the Incentive Research Foundation. Specifically designed for promotional consultants, the program addresses:

- Non-sales employee programs
- Sales & channel partner programs
- Consumer incentive programs
- Corporate gift giving

Registration fee includes program manual and interactive CD.



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Incentive Marketing Association

Presenters: Mark Repkin, Vice President, Certif-A-Gift; Brant Dolan, Director, Business Development, Certif-A-Gift

Wednesday
September 24

10:00 - 11:15

An Introduction to Selling Incentives

The Incentive Federation's latest survey found that 74 percent of companies with annual revenues of \$100 million plus purchased merchandise for their motivation programs from distributors! Are you selling incentive programs to help your clients meet their critical business goals? If you want to increase your sales and profit from the \$46 billion plus annual incentive marketplace, this seminar will get you started. This session will address:

- Basic incentive program applications
- Components of an effective incentive program, including open and close-ended budgets
- How to access brand name products for incentive programs



Presenters: Pete Mitchell, Director, B-to-B Sales, Samsonite and Director of the Incentive Marketing Association; Gary Slavonic, President, Premier Incentives and Past President, Incentive Manufacturers & Representatives Alliance

1:30 - 2:45

MYTHBUSTERS: Can Promotional Product Distributors Really Make Money Selling Premium Products?

Utilizing the format made popular by the television series *MythBusters*, this session will tackle some of the myths that have served to prevent and/or intimidate Promotional Product Distributors from actively seeking their clients' premium business. Among the myths that will be discussed are:

- Profit margins in premiums are too small to make money
- Clients that purchase promotional products are not interested in buying premiums
- Promotional Product distributors don't have the tools/knowledge to create premium programs including sales, safety, dealer, employee and consumer programs
- Promotional Product purchases are insulated from economic downturns
- Premiums don't offer the same industry volume opportunities as promotional products

Each myth will be addressed using a combination of industry research, case studies and personal anecdotes from our more than 30 years of industry experience.



Presenters: Martin Myers, President, SIMCOR, Inc.; Michael Myers, Vice President of Sales, SIMCOR, Inc.

3:15 - 4:30

Integrating Incentive Program Selling into Day-to-Day Promotional Product Sales

Today's promotional product salespeople face a dilemma. While their personal expertise lies in transactional promotional product sales, the greatest opportunities for differentiation lie in helping their existing clients implement incentive and recognition programs. This session will address:

- Developing an incentive and recognition strategy for existing clients
- Prospecting techniques
- Questions to ask
- How to become more educated on best practices

This thought-provoking panel discussion offers case histories and examples from both supplier and distributor perspectives and leaves attendees with practical solutions, which can be immediately put into action.



Panelists: Mark Repkin, Vice President, Certif-A-Gift; John Farrell, Incentive and Marketing Consultant; Linda Heyse-Highland, President & Founder, LinJen Promotions, Inc.