



## PPAI ADvocate Speaker Guide

### Presentation content and format

- The PowerPoint presentation is provided as a tool for ADvocate presentations.
- You will find it at [www.ppai.org](http://www.ppai.org). Click on “Members” in the top navigation bar, then put your cursor over Professional Development in the navigation bar and click on ADvocate Program. You’ll see a link for ADvocate Presentation Tools on that page. Open and save the presentation to your computer before you make any changes to it.
- The PowerPoint is “unlocked” to allow you to add or remove slides to tailor the presentation to specific audiences. At this writing, there are 45 slides. Sixteen of the slides depict Pyramid Award-winning case studies. You will not use all of the slides. Instead, select the slides and case studies that have relevance to your audience. Omit the ones that don’t.
- You may also want to insert and create your own slides. For additional research data to supplement your presentation, go to [www.ppai.org](http://www.ppai.org) and click on research. For case studies, in addition to the slides provided, go to [www.promoideas.org](http://www.promoideas.org).
- You’ll notice that throughout the presentation, distributors are referred to as “promotional consultants.” This terminology helps to better define all the services a “distributor” provides and better positions the distributor as a key player in promotional and marketing efforts.

**Personalizing the presentation:** The first 29 slides are intentionally basic in content and format, making it applicable to a wide variety of business and student audiences and allowing you to add your own personality, insight, comments, expertise and examples/case studies.

### Tips for better presentations

- Do your homework on your audience in advance. Learn who they are, what types of businesses and industries they represent and what they are expecting from your presentation. Develop a presentation that speaks to their needs and offers solutions to challenges they would most likely face.
- You should prepare in advance a short bio about yourself that will serve as a standard introduction. It should include your name, your designation (MAS/CAS, other), if applicable,
- your company name, your title, what your company does, and any other information you might want to include (e.g., regular contributor to your local newspaper, service to local organizations, leadership in industry associations, organizations, etc.)

- Most often, this bio will be used by the person who introduces you to the group. The bio should be short, so as not to take up too much valuable presentation time.
- If there is no one to introduce you, then you can use your pre-prepared bio to give a brief introduction of yourself to the group. The best time to do this is once the presentation is live, during **SLIDE 1**.

**Handouts:** Because your presentation may change depending on your audience, you can easily print out your presentation as a handout and make copies for your audience. To do this, open your finished presentation and click on “print,” then under “print what,” click “handouts.” You can specify how many slides per page and a vertical or horizontal format.

**Leave-behinds:** PPAI also provides a printed brochure that reinforces the importance of promotional products in a promotional campaign and answers typical “how to” questions about this medium. PPAI also provides promotional products for your audiences. Order quantities of both of these in advance of your presentations using the order form found in the ADvocate file at [www.ppai.org](http://www.ppai.org).

**Evaluation forms:** The ADvocate file at [www.ppa.org](http://www.ppa.org) also contains an evaluation form that you can print, copy and hand out to your audience. This will be extremely important for you in making improvements to your presentation content and delivery. Most audiences also appreciate the opportunity to give feedback to the speaker and feel valued when asked.

Before you print the form, fill in the “Speaker’s Name” line with your name. If you wish, you can also fill out the date and location information for each presentation prior to printing. This will help speed the process for your audience.

Once the presentation is over, ask for the completed form to be turned back in to you.

**Reporting form:** This form, located online, is a Reporting Form that PPAI uses to track presentations made by ADvocates. It is through this form that education and Challenge points are awarded for each presentation you give. Therefore, it is extremely important that you complete and return a form to PPAI following each presentation. ADvocates will receive a half point for presentations of 30 minutes or less and a full point for presentations of one hour or more. The education points count toward CAS or MAS certification.

After each presentation, please complete a Reporting Form.

Fax the completed form to PPAI: 972-258-3012.

**Questions about the PPAI ADvocate program or materials? Contact Erica Edwards at 972-258-3063 or [ericae@ppai.org](mailto:ericae@ppai.org).**