



## Best Practices When Promoting MAS/CAS

1. Always introduce yourself as, “\_\_\_\_\_, MAS or CAS”
2. Make sure the MAS or CAS designation is included on your Name Badge while attending industry trade shows.
3. Include the MAS or CAS designation on your email signature.
4. Display MAS or CAS information on the back of your business card.
5. Mention your MAS or CAS designation when speaking at community or industry events.
6. Emblazon the MAS or CAS logo onto an apparel or promotional products item.
7. When asked about the MAS or CAS program, relate its rigorous requirements and how it compares to certifications by professionals in other industries.
8. Use the new [end-buyer brochure](#) or [Video](#), when communicating with your suppliers, customers, sending invoices, etc.

Click [johnc@ppai.org](mailto:johnc@ppai.org) to submit your own suggestions.

