



**FOR IMMEDIATE RELEASE**

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**PPAI LAUNCHES “PRINCIPLES OF AWARD-WINNING  
CUSTOMER SERVICE” WORKSHOP**

**Irving, Texas, (May 28, 2008)** In response to member and committee requests, **Promotional Products Association International (PPAI)** has launched the “Principles Of Award-Winning Customer Service” workshop.

This one-day, interactive seminar is designed for key company decision makers, managers and customer service representatives and any other business professionals who realize the importance and value of excellent customer relations. During this hands-on interactive seminar, Bob Barker, a renowned professional speaker and trainer, will help attendees develop and polish customer service skills, and equip attendees to train additional staff upon their return to the office.

This workshop series debuted in Minneapolis last month to rave reviews, and a favorability rating of 97 percent. As one attendee was quoted as saying, “Great customer service is the cornerstone to a long-lasting customer relationship and it should extend across all departments in a company. Bob’s presentation and passion for great customer service and his reminder to LISTEN really hit home with me. Great job!”

This workshop will be held in Baltimore, Maryland on September 10, in Covington, Kentucky on September 18 and in Irving, Texas on October 21. Early bird registration for PPAI members is only \$99 (\$300 for nonmembers) through July 7, 2008, so be sure to register now. For additional information and registration questions, contact Margie Lindley at 972-258-3025 or [MargieL@ppai.org](mailto:MargieL@ppai.org).

Please click on the following links to register for the workshops:

Baltimore, Maryland: <http://guest.cvent.com/i.aspx?5S.M3.1c74de40-1945-4008-95a0-50463c4ff825>

Covington, Kentucky: <http://guest.cvent.com/i.aspx?5S.M3.8cd0f13a-86f3-4d67-a9f5-419a181b239e>

Irving, Texas: <http://guest.cvent.com/i.aspx?5S.M3.6db477b3-a238-43a6-9e41-706d37501286>

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at [www.ppai.org](http://www.ppai.org) or contact PPAI at 972-258-3041 or [PR@ppai.org](mailto:PR@ppai.org).

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshows, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are an \$18.8 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.

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