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**PPAI TEAM MEMBERS SPEAK TO ADVERTISING STUDENTS AT THE  
UNIVERSITY OF TEXAS AT AUSTIN**

**Irving, Texas, (April 29, 2008)** Staff members from **Promotional Products Association International (PPAI)** visited Austin, Texas on April 16 to speak to an advertising and public relations campaigns class at the University of Texas at Austin.

Anne Lardner, PPAI senior communications manager, and Erica Edwards, PPAI communications coordinator, visited the university as part of PPAI's collegiate outreach program, Portable Professor. They spoke to students about the power of promotional products and their role in the marketing mix, and met with Jef Richards, UT professor of advertising and president of the American Academy of Advertising (AAA), who offered insightful ideas for promoting Portable Professor at UT and other advertising programs across the country.

"Advertising professors could really benefit from the Portable Professor Program," said Richards. "As educators, we have a responsibility to introduce our students to every component of marketing communications, including promotional products, and this program, with its turn-key curriculum and access to speakers, makes it much easier to do just that."

Designed by the late Dr. Alan Fletcher, Louisiana State University professor emeritus, the Portable Professor curriculum is ideal for introductory marketing, advertising or public relations courses. Lardner and Edwards also provided information about the ADvocate program which matches promotional products professionals, with college classrooms and student organizations who need qualified speakers. To learn more about both programs, click [here](#).

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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