



How To Schedule Speaking Opportunities

Congratulations! As a PPAI Advocate, you've been chosen to represent the multi-billion dollar promotional products industry. You've also been chosen to serve as the voice and vision to other businesses, organizations and even other industries about the power and effectiveness of promotional products.

Being a PPAI Advocate not only helps spread the word about the effectiveness of promotional products in marketing campaigns, it's also an opportunity to sell yourself as a knowledgeable and qualified promotional consultant.

Who are you trying to reach?

The PPAI Advocate program is targeted to organizations that want to benefit from the use and effectiveness of promotional products. These are typically organizations that are made up of local businesses or marketing professionals, as well as students.

Local chapters of:

Chamber of Commerce

Rotary Club

American Marketing Association (AMA)

Direct Marketing Association (DMA)

International Association of Business Communicators (IABC)

Association of Women in Communications

American Association of Advertising Agencies (AAAA)

American Advertising Federation (AAF)

Public Relations Student Society of America (PRSSA)

Other Sources:

Local business journals (sponsors business speakers series, ask for advertising representative)

Local networking organizations (i.e. Dallas Business Association)

Minority business associations

Specific industry groups for business owners (i.e. insurance, banking, lawyers)

Area universities, colleges and junior colleges.

How do you get the word out?

Below are some key tips for securing speaking opportunities:

1. Make a list of contacts. Try to include at least 20 organizations on your list.
2. Do your homework and know who you're calling. Go to the organization's website and look at the titles of previous meetings to see what topics have been covered. Also, make sure you know the primary purpose of the organization before you contact them.
3. Make it a goal to contact 2 organizations a week or 3 per month. Set your own goal number based on the amount of time you are able to give.
4. Use the phone script provided as a guide. Speak slowly and clearly.
5. In some cases, you can send an email first then follow up with a personal phone call.

6. If you have to leave a voice mail, make your message short but interesting.
7. Introductions are always helpful. See if you know anyone that has a tie with this organization, and ask if you can use their name as a referral.
8. Remember, enthusiasm sells. This is a fun opportunity; make sure that is reflected in your tone.

What if they say no?

Just as with sales, you have to remember the old adage “Some will. Some won’t. So what? Who’s next?” In other words, keep moving down your list.

If the person says no, offer to send information on your organization anyway. Maybe the person on the other end of the phone just didn’t understand what promotional products were or what you were offering to present to them.

Confirm their address and then immediately send a follow-up letter and information on your association, as well as the attached FAQ about promotional products. Do you have any extra product samples around the office? Include one as an example of a promotional product. Follow up within a week of the person receiving your information.

What if they say yes?

1. Prepare, prepare, prepare and review the presentation in advance of the event. Also, make sure to adjust your speaking points to fit the audience’s interests.
2. Arrive at least 15 minutes ahead of time to be sure that you have time to fix any kinks in the presentation.
3. Don’t forget the power of referrals. After your presentation, be sure to ask the sponsor if they know of any other organizations that could benefit from this type of presentation. Add those contacts to your list.
4. Always be sure to send a thank-you note to the sponsor after the event.