



PPAI ADvocate Program Frequently Asked Questions

- 1. *What is the PPAI ADvocate Program?*** It's a program designed to train promotional products professionals on how to make presentations to business groups about the power of promotional products and the importance of distributors as effective marketing resources.
- 2. *How many people have signed up for the program so far?*** PPAI counts more than 200 trained ADvocates since the program was launched in September 2005.
- 3. *What is this program expected to accomplish?*** The program's objective is to educate buyers and potential buyers, and create an awareness of promotional products as a marketing medium starting at the community level. Ultimately, the goal of these buyer initiatives is to increase distributor sales of promotional products.
- 4. *Who can participate?*** There are four qualifications for the program: (1) You must be a member of PPAI and a member of a regional association to participate in this program. (2) Attend one of the speaker training sessions offered by PPAI. (3) Fill out an application which calls for three names of references who can validate your abilities as a speaker. (4) Sign a letter of agreement relating to established guidelines, ethical standards and professionalism.
- 5. *What assistance is provided?*** PPAI provides web-based and live training workshops to teach speaker skills and a tool kit which includes: instructions on finding speaking opportunities, a sample phone script, a sample letter, a FAQ document to send with your letter, information on accessing an online PowerPoint presentation with case studies that can be tailored to specific audiences, a reporting form, a speaker evaluation form for your audiences and free promotional brochures and promotional products that can be ordered from PPAI.
- 6. *What is the Responsibility of the ADvocate?*** ADvocates are responsible for finding speaking opportunities in their local communities, and for preparing and delivering the presentation. The ADvocate is also responsible for reporting the presentation to PPAI in order to get education credits detailed in #9 below.
- 7. *What additional support will PPAI provide?*** PPAI also provides an online search tool for groups searching for speakers and has provided regional association executive directors with an Excel list of organizations in their areas including contact information as prospects for speaking opportunities.
- 8. *What is the role of regional associations?*** Regional associations are involved in four ways: (1) organizations interested in finding someone to speak about promotional products will contact a regional association executive director using the search tool on PPAI's promoideas.org web site, (2) regional executive directors will coordinate requests for speakers by matching up a speaker within their membership to criteria in the request, (3) regional associations will promote the availability of speakers to organizations in their communities through their web sites and other communications efforts, and (4) regional associations will promote the program to their members.
- 9. *Are education points available?*** Education points will be awarded to ADvocates: one point for the training program and points for each presentation made in conjunction with the ADvocate program: .5 points for a 30 minute or shorter presentation and a full point (1 point) for a presentation of 45 minutes or longer. The ADvocate must submit a Reporting Form to PPAI to receive credit.
- 10. *What is the ADvocate Regional Challenge?*** The RAC Board has joined with PPAI to drive increased participation in the PPAI ADvocate Program by launching a friendly competition between both individuals and the regional associations. This challenge will run for six months and offers a financial incentive to both the individual and the regional association that delivers the greatest number of ADvocate presentations. For

more details click http://www.ppai.org/NR/rdonlyres/87DF8090-DC40-4523-A6B1-7FCDD30380F4/0/Advocate_RegionalChallenge_flyer.pdf.

11. Will PPAI assist with promotion to end buyers? PPAI will also promote the availability of ADvocates to key organizations through mailings and at end-user shows, and provide ongoing recognition for all ADvocates through exposure in PPAI publications and news releases. ADvocates who notify PPAI of their presentations can also request a news release for their local newspapers.

For information about the ADvocate program, email Anne Lardner at annel@ppai.org or call 972-258-3041.