

Regional Session Speaker Request Form

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| Regional Association | |
| Name | |
| Telephone | |
| E-mail Address | |
| Session Date | |
| Session Time | |
| Session Location | |
| Session Format | <input type="checkbox"/> Town Hall/Keynote Session <input type="checkbox"/> Pre-show Education Session <input type="checkbox"/> Lunch 'n Learn <input type="checkbox"/> Product Safety Training <input type="checkbox"/> Stand-alone Education Session/Conference <input type="checkbox"/> Other: _____ |
| Target Audience | <input type="checkbox"/> Suppliers <input type="checkbox"/> Distributors <input type="checkbox"/> End Buyers |

Awards & Recognition

Carol Gauger, MAS – Director, Member Engagement and Regional Relations

☐ Up Your Game – Growing Your Business with a Pyramid Award 1.0 CAS

Join Carol Gauger, MAS, director of Member Engagement and Regional Relations at PPAI, for an insightful session on the PPAI Pyramid Awards. Learn the benefits of competing in this time-honored awards program, along with personal perspectives from past recipients, on the process and advantages of the program. Includes 2–3 local panelists.

Millennials

Seth Barnett – Diversity Engagement Manager

☐ Millennials: Maximizing Value to Your Organization Right Now 1.0 MAS

Learn the secrets of success from the perspective of other industry millennials. The millennial generation holds the key to future success within the industry and you possess the knowledge needed. Understand what it takes to step up and be a leader for your company today. The insight you have can increase your company's ROI and help maximize the industry's awareness of the younger consumer. Learn how to identify, vocalize, implement and integrate the hidden talents and tools that your managers may not presently be aware of.

☐ Millennials: Attract, Engage, Retain 1.0 CAS

The millennial generation is now the largest group in the US workforce. They represent the future of all industries. This session will help you establish a road map to success when dealing with the future leaders of your company. Understand how to connect with and engage millennial staff to ensure you bring out their true potential. Learn best practices from other industry leaders and see what steps to take today.

☐ The Professional Life of a Millennial: Selling to a New Market 1.0 CAS

The marketplace is rapidly changing. Technology, social media and millennial branding are leading the way to new opportunities and insight. Learn the value of the new millennial market and what it can do for the future of our business. Gain insight from exclusive research in neuroscience, economics and demographic change to create success in a new, ever-changing marketplace.

Product Safety

**Anne Stone – Director of Public Affairs, or
Tim Brown, MAS – Product Responsibility Manager**

- ☐ Undue Influence Training 1.0 MAS

Undue influence training is an essential element in any product responsibility program and is required by the Consumer Product Safety Commission. The session will help you understand what undue influence is and how to avoid it, as well as provide you with tools and resources that are easily shared with the rest of your team. This course is a required element of the Product Safety Aware program. **This course contains information regarding US regulations, laws and standards, specifically. While the PPAI Certification Program is international, it has been determined that this information is pertinent to a CAS professional in the industry.**
- ☐ Prop 65 and State Regulations 1.0 MAS

In addition to the federal regulations that affect the promotional products industry, individual states have passed laws that can affect your company as well. This session is a must for navigating your interstate deals—not just by knowing the rules, but by having strategies in place to manage them. This course is a required element of the Product Safety Aware program. **This course contains information regarding US regulations, laws and standards, specifically. While the PPAI Certification Program is international, it has been determined that this information is pertinent to a CAS professional in the industry.**
- ☐ Product Responsibility Best Practices – Four Top Product Categories 1.0 CAS

Join us as we review the top compliance issues you must consider when sourcing, or selling key product categories including apparel, electronics and more.
- ☐ CAS-required: Product Safety Basics 1.5 CAS

The consumer products market is becoming increasingly regulated and subject to scrutiny by many government agencies and consumer groups. In the changing market landscape, awareness and compliance are critical to the success of industry companies and professionals. This course introduces promotional products professionals to the Consumer Product Safety Improvement Act (CPSIA), specific regulations concerning promotional products and other mandatory and voluntary standards. This course is required to attain the CAS certification, but attendees do not need to pursue a CAS to attend this session. **This course contains information regarding US regulations, laws and standards, specifically. While the PPAI Certification Program is international, it has been determined that this information is pertinent to a CAS professional in the industry.**
- ☐ What Do You Need to Know to Stay on the Right Side of Regulations When Decorating Apparel? 1.0 MAS

This session will answer questions for apparel decorators and distributors regarding CPSIA regulations and keeping on the right side of compliance. Find out what your obligations are and who is responsible for ensuring CPSIA compliance when a distributor enlists the services of a third-party decorator to embellish youth apparel. Learn the regulations and how they apply to both parties. Decorators will receive hands-on tips for implementing best practices on the shop floor. Distributors will receive best practices advice on managing the process and completing the necessary documentation. This session is appropriate for distributors and third-party apparel decorators. This session is an elective for the Product Safety Aware program.
- ☐ How to Establish a Corporate Responsibility Program 1.0 MAS

So you have completed several product safety sessions in the past and now you find yourself asking, “How do I begin implementing these best practices?” This session will help you establish your company’s guiding principles, protocols and processes for product responsibility which will cement your commitment to brand protection. By establishing and adhering to general operating guidelines for how you source promotional products, vet your suppliers and share information with suppliers and end buyers, you can effectively gain an advantage over your competitors who are selling on product and price alone.
- ☐ How to Communicate Compliance with End Buyers 1.0 MAS

A session designed to help you engage your customers in the compliance conversation. It covers how you can start the conversation, what questions to ask and the best practices necessary to back up your compliance talk. At the end, you will understand how to use the tools provided in order to deliver the compliance message with confidence.
- ☐ How to Handle a Recall 1.0 MAS

This session will guide you through the development of recall policies and procedures. It will address decisions and essential issues relevant to the requirements of an appropriate recall response. This course qualifies as an elective under the Product Safety Aware Program.

- ☐ Impact of Compliance on the Symbolic Awards & Incentive Premium Gift Market 1.0 MAS
Symbolic awards are not meant to be played with like toys, so why are they subject to CPSIA regulations? Find out how the CPSC views symbolic awards and what steps you need to take when providing these awards to children. In addition, learn what impact the CPSIA has on the incentive gift market and what it means to you and your clients.

Promotional Products Basics

Carol Gauger, MAS – Director, Member Engagement and Regional Relations

- ☐ ABCs and 1-2-3s of the Promotional Products Industry 1.0 CAS
If you're new to the promotional products industry, this session is invaluable to your success. Join Carol Gauger, MAS, director of Member Engagement and Regional Relations at PPAI, to learn about the \$20+ billion industry and the integral roles played by suppliers, distributors, multi-line reps and other professionals. This session provides a broad overview of the basics of the promotional products business.

Promotional Products Work!

Paul Bellantone, CAE – President and CEO;

Bob McLean, MBA, CPA – Executive Vice President;

Carol Gauger, MAS – Director, Member Engagement and Regional Relations; or

Kim Todora – Public Relations Manager

- ☐ Telling the Story of Promotional Products (Delivering a Lasting Impression: The Power of Promotional Products) 1.0 CAS
Take a journey through the promotional products industry. Attendees will hear the story of the promotional products industry, including what the users and buyers of promotional products have to say. The session will also cover the current top industry products and programs trends, along with outlining consumer and buyer research statistics.

Research

Carol Gauger, MAS – Director, Member Engagement and Regional Relations; or

Bob McLean, MBA, CPA – Executive Vice President

- ☐ Work Smarter Not Harder – Using Industry Research to Grow Your Business 1.0 CAS
Did you know that 73% of consumers have received promotional products in the past 12 months? Or that promotional products produced a higher recall rate than print advertising when consumers were asked to name the advertiser? Do you know what products are most likely to be held onto by end users, which produce the most results and which end up being purchased again? You will be provided with the current research statistics and trends of the promotional products industry and the power of promotional products relative to other advertising media. You will then learn the secrets to using this information to grow your own business. Based on PPAI Research, you'll learn how to harness the proven power of promotional products, in relation to other advertising media, gain knowledge about buying patterns and boost your sales volume.

Social Networking

Carol Gauger, MAS – Director, Member Engagement and Regional Relations

- ☐ Personal Branding in a Digital World 1.0 CAS
Join Carol Gauger, MAS, director of Member Engagement and Regional Relations at PPAI, to discover how you can distinguish your brand in the current promotional products marketplace. The current business environment is "technology dependent," making it harder and harder to build good business relationships. In this session, you will explore new ways to work with technology to maximize relationship building.

Melissa Weber – Regional Programs Manager

- ☐ Social Networking: Increasing Engagement in a Mobile World 1.5 CAS
Businesses understand that social media can play a vital role in growing their customer base and telling their story, but achieving actual results takes more than just having a Facebook page, Twitter handle, Pinterest board, LinkedIn page, or YouTube channel. Getting your audience to engage with your social media takes the right mix of channels plus the right content, frequency and approach for each. This session will address these concerns and help you determine what "right" means for your specific business.

Technology

Dale Denham, MAS+ – CIO, Geiger

☐ 12 Technologies to Increase Efficiencies

1.0 CAS

With as much as we have to accomplish in our business and personal lives, it is imperative we use technology effectively. It starts by using simple technology to remove time-wasters from your day. By leveraging tools and methods strategically, you'll gain time to play, or work more. This session will cover the top 12 technologies anyone can use to make their day more efficient.

☐ Selling in the ZERO Moment of Truth

1.0 MAS

ZMOT is about being there when your clients are making the decision to buy by providing resources for their discovery. Are you a part of the conversation while it is happening, or are you waiting for the phone to ring? Learn strategies and tactics on how to show up at the right place, at the right time and with the right content to ensure your clients buy from you, not your competition.

☐ Taming the Time Monster

1.0 CAS

Time management programs don't work because they don't work the way you work. Learn how to tame the time monster with a few simple tips and tricks that make you more productive and free your mind. When your mind is clear and your priorities are straight, it's amazing what you can get done. Despite the constant e-mails, phone calls and cat videos, you can tame the time monster.

☐ Digital & Content Marketing

1.0 CAS

Online marketing budgets have soared, yet the promotional products industry continues to focus on previously successful techniques. Learn what digital and content marketing is and how to take advantage of low cost options to help you get started.

☐ Social Media Advertising

1.0 MAS

Social media is more crowded and response is reduced. So how do you make social media work for you after all these changes? This is not a 101, or 201 class; this class assumes you are good at social media basics. We'll move into more advanced topics including advertising on social media sites, blogging and specific strategies to help you grow your online business.

☐ OneNote/Evernote for Salespeople

1.0 CAS

Salespeople have so much to remember! Whether it's a presentation you made months ago, or information about your client that will help you close a deal, Evernote (or OneNote), an app that can be accessed by computer and on phone and mobile devices, makes this easy. This session will help you effectively use Evernote every day.

☐ Improving Your Outlook

1.0 CAS

Work today involves a tremendous amount of e-mail and unfortunately, an enormous amount of time is wasted. Get up to speed on the most powerful features of Outlook in this fast-paced session. You'll learn several excellent time management techniques as well as how to master vital features in Microsoft Outlook.

☐ Leveraging LinkedIn

1.0 CAS

LinkedIn is the business network. Learn how can you use LinkedIn to get more clients, stay top of mind and maximize the value of LinkedIn.

Town Hall

Paul Bellantone, CAE – President and CEO, or

Bob McLean, MBA, CPA – Executive Vice President

☐ Town Hall – Creating Success in an Era of Transformation

1.0 CAS

Join a representative from PPAI for a town hall-style meeting covering the current and key issues and opportunities facing the promotional products industry, the Association and its more than 11,000 member companies. This session will outline new Association initiatives designed to deliver compelling member value and protect and grow the industry. This session may also be presented with PPAI Chairman of the Board Tom Goos, MAS.