

Regional Affiliate Engagement Program 2016 Professional Development Sessions

MILLENNIALS

Millennials: Maximizing Value to Your Organization Right Now

Seth Barnett – Diversity Development Manager

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 of 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

Seth Barnett – Diversity Development Manager

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

Seth Barnett – Diversity Development Manager

1.0 CAS

The market place 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.

TOWN HALL/RESEARCH

Town Hall – Creating Success in an Era of Transformation

Paul Bellantone, CAE – President and CEO

1.0 CAS

Join Paul Bellantone, CAE, president and CEO of 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.

Learning Outcomes:

- Review research and trends regarding the size and scope of the promotional products industry and the power of promotional products relative to other advertising media
- Discover the challenges facing our industry and the opportunities for industry and member business growth
- Discover the importance of creating value and differentiation in a crowded and commoditized marketplace
- Determine how to position today's promotional products businesses for success in an era of demographic, globalization and technology transformation

Telling the Story of Promotional Products (Delivering a Lasting Impression: The Power of Promotional Products)

Paul Bellantone, CAE – President and CEO

1.0 CAS

Join Paul Bellantone, CAE, president and CEO of PPAI, as he takes you on 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.

Learning Outcomes:

- Learn the story of the promotional products industry, including the size and scope of the promotional products industry and the power of promotional products relative to other advertising media
- Discover what promotional products buyers and users are saying
- Learn about industry research programs, products and consumer and buyer trends

Using Industry Research as a Roadmap for Growing Your Business

Bob McLean, MBA, CPA – Executive Vice President; or

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

1.5 CAS

Did you know that 73% of consumers have received promotional products in the past 12 months? Or that promotional products produce 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's ADvocate program and findings from PPAI's "The Influence of Promotional Products on Consumer Behavior," 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.

PRODUCT SAFETY

Undue Influence Training

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

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

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

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

Anne Stone – Director of Public Affairs

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

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

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?

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

1.0 CAS

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

Tim Brown, MAS – Product Responsibility Manager

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

Tim Brown, MAS – Product Responsibility Manager

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

Tim Brown, MAS – Product Responsibility Manager

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

Tim Brown, MAS – Product Responsibility Manager

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.

TECHNOLOGY/SOCIAL MEDIA

Personal Branding in a Digital World

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

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.

Social Networking: Increasing Engagement in a Mobile World

Melissa Weber – Regional Programs Manager

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.

Learner Outcomes:

- Gain a functional understanding of popular social networking tools such as Facebook, LinkedIn, Instagram and Twitter for today’s business environment
- Learn more about up-and-coming social platforms like Periscope
- Delve deeper into how you can leverage these social technologies to achieve your objectives
- Learn more about content marketing and infographics and how to achieve better results by implementing these tactics into your social media presence

PROMOTIONAL PRODUCTS BASICS

ABCs and 1-2-3s of the Promotional Products Industry

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

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.

OTHER

Up Your Game – Growing Your Business with a Pyramid Award

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

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.