



## **LISTEN UP! PPAI PREPARES MEMBERS TO CARRY MESSAGE** **Fifty-Eight Members Receive Credentials To Become *ADvocates* For The Promotional Products Industry**

**By Bill Prickett, PPAI**

Promotional products work, and that's one of the key messages **Promotional Products Association International (PPAI)** is working to deliver to potential buyers through its new *ADvocate* Program.

The *ADvocate* program—being launched this month—is designed to instruct and prepare PPAI and regional member volunteers to deliver 20-minute presentations about the effectiveness of promotional products to buyers through local business organizations. The presentation will also emphasize using distributors as the best means to purchase promotional products.

To date, 58 suppliers and distributors have participated in the required speaker training workshop which took place at the PPAI Solutions Summit and received their materials to be *ADvocates* for the industry. A second speakers training workshop is planned for January 9 from 8 am – 12 noon at The PPAI Expo in Las Vegas.

“This program is an excellent way to get back to the grassroots of buyer education,” says Paul Kiewiet, MAS, chair of the Buyer Task Force and PPAI board member. “And who better to carry the message of promotional products than our own practitioners who have been trained and prepared to make these presentations?”

In addition to the presentation skills training, *ADvocates* must be members of a regional association and PPAI, provide three recommendations from colleagues who can validate the candidate's qualifications as a speaker and sign a letter of agreement relating to established guidelines, ethical standards and professionalism.

PPAI provides training materials, a template for a leave-behind brochure and evaluation form, a PowerPoint presentation, an online search tool for groups needing speakers and recognition through publications, news releases and the PPAI website.

To register for the free half-day training session in January, go to [www.ppa.org](http://www.ppa.org) and click on the last bullet point in the box called How Can We Help You?