2018 Regional Engagement Program
Speakers & Topics

To book a speaker for your regional...

- Please complete 2018 Regional Speaker Session Speaker Request Form located in PromoConnect
- Please submit form to Valerie Schenewerk via e-mail to valeries@ppai.org or by fax to 972/594-4051.
- NOTE: Be sure to submit your requested education session for MAS/CAS approval once your speaker confirms the session as well as your post event attendee list so your members can have credits allocated

Please contact Dana Geiger, Regional Relations Manager at Danag@ppai.org with any questions.

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.

Personal Strategic Planning

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

Developing Your Personal Strategic Plan 1.0 CAS
Are you seeking clarity in the direction and purpose of your professional and personal life? Knowing your purpose in life is critical to your professional and personal development. Creating a personal strategic plan provides you with a compass pointing in the direction you want to go. This session will help you critically define your goals and create a realistic and workable plan of action for the next year. You will be able to balance each area of your life, so you are a more effective as a leader, spouse, parent, friend and community member.

Product Safety

Anne Stone – Director of Public Affairs

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
Did you know that big changes to California Prop 65 will go into effect in August 2018? Don't put your business at risk ... take the time to learn about those changes now so you'll be prepared to protect yourself and your clients! This session will cover the new CA Prop 65 rules and regulations and offer best practices to comply with a number of other state regulations. 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 for 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 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 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.

Exploring the Factories of China 1.0 CAS
Anne takes you on a behind-the-scenes tour of factories across China without ever having to leave your seat. You will find out how a variety of promotional products are made, packaged and shipped. You will get a better understanding of the safety and compliance issues encountered and Anne also shares glimpses of life in China.

Promotional Products Basics

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

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

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

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

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.

Kim R. Todora – Communications and Branding Strategist

ADvocate Speaker Training

Becoming an ADvocate for the industry allows you to reshape the public’s view of promotional products while helping you make connections with community leaders and leading you to better business opportunities. This ADvocate certification training session will focus on mid-level presentation skills for speaking to small- and medium-sized audiences.

Promotional Products Work! Week

Join the industry in celebrating Promotional Products Work! Week. Attend this session to learn how to speak up for the industry, create opportunities, open doors, build relationships, serve your community, ADvocate for the industry and represent it in the halls of government, show customer appreciation and generate media coverage and exposure.

Get in Touch! | Build Your Brand and Grow Your Business

Content is the new currency that drives brand engagement. It is about being a valuable resource, a trusted authority and sharing information, rather than pitching products and services. The Get In Touch!™ campaign includes great content that supports your efforts to reach and engage clients and prospects—whether that content is a presentation, digital and social ads, print and video tools, a sleek infographic or a well-crafted case study.

This session will focus on how to create and leverage the many forms of content to promote your business, influence word of mouth and leverage content as a value-driven differentiator. Get in touch by delivering valuable content in the right forms and places, specifically designed to communicate the power of promo to buyers everywhere.
Research

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

Strategies to Up Your Sales

Both seasoned professionals and new distributors alike can learn how to up the sales ante using tools that are right at your fingertips. Join Carol Gauger, MAS, for this informative session and learn how using industry research, vertical market strategy, consultative selling, case studies and creative ideation can work for you to deliver sales inspiration, a new level of solution selling, customer confidence and sales success.

Bob McLean, MBA, CPA – Executive Vice President;
Carol Gauger, MAS – Director, Member Engagement and Regional Relations

Work Smarter Not Harder – Using Industry Research to Grow Your Business

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.

Technology

Dale Denham, MAS+ – CIO, Geiger

12 Technologies to Increase Efficiencies

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

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

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

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.
Improving Your Outlook

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

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

Hybrid Selling: How to Succeed as Online Business Grows

Customer shopping expectations are racing ahead at light speed. We are at the point where buying online is often simpler and preferred over talking with a person. When that happens, new value is created, and a new buying preferences are formed. In this session, you will learn how to leverage your relationships, while participating in the burgeoning online channel. We’ll dig into how a great web experience enhances customer relationships – and drives more sales. You will leave with actionable information to help you create your own strategy for hybrid selling.

Town Hall

Paul Bellantone, CAE – President and CEO

Town Hall – Creating Success in an Era of Transformation

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 Chair of the Board Dale Denham, MAS+, or another PPAI Board member.