The PPAI Master Advertising Specialist Plus (MAS+) Certification Program

Program Overview

The PPAI Master Advertising Specialist Plus (MAS+) certification is a PPAI program aimed at providing seasoned promotional products professionals an avenue for earning an advanced industry certification that demonstrates their proficiency of promotional products industry concepts and business practices.

The MAS+ certification is awarded to eligible promotional products applicants who have met all program requirements and have demonstrated their promotional products knowledge through a hands-on professional work product. The MAS+ certification candidate will have acquired advanced industry knowledge demonstrated by both an approved work project and by having earned a Master Advertising Specialist (MAS) certification, currently in-good-standing. Once earned, MAS+ certifications do not require further recertification.

Program Requirements

Criteria

The PPAI Master Advertising Specialist Plus (MAS+) certification applicants must meet the following criteria to be eligible* for the MAS+ certification:

- Presently serving in a position with a promotional products company with a minimum of seven years of verifiable promotional products industry experience
  - Provide verification of employment and experience by submitting a copy of a current résumé
- Hold a valid, in-good-standing Master Advertising Specialist (MAS) certification
- Have earned a minimum of 225 total cumulative education credits
  - All education credits must be listed on the applicant’s PPAI transcript at the time of Master Advertising Specialist Plus (MAS+) certification application submission
  - 50 credits must have been earned within the last five years
  - Up to 15 Industry Service credits can count toward the 225 earned education credits
- Complete the PPAI Master Advertising Specialist Plus (MAS+) certification application form
- Pay the PPAI Master Advertising Specialist Plus (MAS+) certification program fee upon approval of application
- Submit a detailed work product which meets all Master Advertising Specialist Plus (MAS+) certification Project Guidelines
Project Guidelines

Eligibility Criteria
MAS+ Projects must meet the following criteria** to be considered an eligible project submission:

1. Originated by the MAS+ candidate
   - Candidates who have collaborated on a project must submit their own separate, distinctive MAS+ project.
   - For example, if John and Jane worked together on a project and John wished to submit a MAS+ application for this project, he would need to detail the project with a focus on his unique contribution to the project’s success. Should Jane wish to submit a MAS+ application, her application would focus on her contributions to the project rather than John’s. Each application would be evaluated separately and specifically with regard to the applicant’s contributions rather than the project as a whole.

2. Completed no sooner than five years prior to the time of the candidate’s MAS+ application submission

3. A project that constitutes at least 30 hours of documented work

4. Demonstrates the candidates advanced knowledge of promotional products industry concepts and business practices

5. Demonstrates proficiency in creating and implementing solutions to support and serve as best practices for the promotional products industry

6. The project must contain a visual representation that is suitable for presentation to industry peers. Submissions will be presented as case studies to the industry. MAS+ designees may be asked to present their case studies as an education session/webinar or a feature in PPB.

Acceptable projects may include (but are not limited to):
- Submission of a Client Program Pyramid Award Winner Project (distributor)
  - Business to Business Programs
  - Client Branding Programs
  - Consumer Programs
  - Diversity, Social Responsibility or Multicultural Programs
  - Educational Programs
  - Employee Incentive and Recognition Programs
  - Internal Communication Programs
  - Not-for-Profit Programs
  - Political/Legislative Programs
  - Sales Incentives Programs
  - Tradeshow/Exhibit Traffic Programs
  - Distributor/Supplier Collaboration

- A business or sales plan
- A marketing program or campaign
- Plan for product safety compliance (supplier)

Projects that are not generally regarded as acceptable, include:
- Volunteer service
- A single course or seminar delivered on behalf of the industry

*PPAI reserves the right to make a determination of the validity or appropriateness of all applicant submitted material and will verify successful completion of all required criteria.
Project Format

1. Written narrative of the design, development, and implementation of the project (suitable for publication and/or use as an industry best practice):
   a. WORD document; Minimum 850 words; Maximum 1500 words

   ➢ Project Title
   ➢ Project Objective or Goal
     o Describe the overall aim or focus of the project
     o Define the intended goal
   ➢ Project Development
     o Outline the scope of the project
     o Summarize your specific role in the project origination
     ▪ If this was a group effort, this includes specifics as to what your role was versus the role of other contributors
   ➢ Project Implementation
     o Describe your overall approach
     o Outline the strategy or plan to capture measurable results
     o Present any challenges encountered
     ▪ Explain what these challenges were and how they were addressed
   ➢ Project Results
     o Describe the project’s success and outline how this was measured
     o Summarize what makes this project unique
     o Explain the project’s benefits

2. Visual representation of the project
   a. PowerPoint presentation - Minimum 10 slides; Maximum 40 slides
   b. Suitable for presentation to industry peers. Submissions will be presented as case studies to the industry.
   c. MAS+ designees may be asked to present their case studies as an education session/webinar or a feature in PPB.

**PPAI reserves the right to decide the validity or appropriateness of a submitted project.**

Evaluation Fees

<table>
<thead>
<tr>
<th>Item</th>
<th>PPAI Member Fee</th>
<th>PPAI Non-Member Fee</th>
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<tbody>
<tr>
<td>MAS+ Application Fee</td>
<td>Complimentary</td>
<td>Complimentary</td>
</tr>
<tr>
<td>MAS+ Evaluation Fee</td>
<td>$225</td>
<td>$375</td>
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Program Application – Step by Step

1. Online Application
   a. Verify the successful completion of all MAS+ program requirements
   b. Provide a 500-word maximum summary of the MAS+ project idea to be proposed

2. Application evaluation – within 10 business days
   a. “Ready for Submission” means the applicant has met the MAS+ requirements and the project idea has been approved for full submission. Proceed to step 3.
   b. “Not Ready for Submission” means the applicant did not meet one or more of the MAS+ requirements, and/or the project idea is not approved for full submission.
      i. If the application is “Not Ready for Submission”, then the candidate will receive an email confirmation with appropriate feedback and instructions on how to resubmit their application
      ii. Resubmit application – go back to step 1
      iii. Decide not to proceed with MAS+ application

3. Submit completed MAS+ project and pay evaluation fee

Project Evaluation – Within 20 business days

1. “Approved” projects have met all the requirements and the candidate has earned a MAS+ certification
2. “Not Approved” projects have been reviewed and have not met all requirements. If applicable, specific items to be corrected to re-submit the project for reevaluation will be outlined to the candidate

Application Policies

• Receipt of the MAS+ evaluation fee must be received before candidate is eligible to submit their full MAS+ project
• Candidate will have one year from the date they receive the MAS+ application approval email to submit their MAS+ project
• If candidate fails to submit their MAS+ project within one year from the date they receive the MAS+ application approval email, they must resubmit an MAS+ application
• If a candidates’ initial MAS+ project is not approved, they are eligible to resubmit an additional project with no additional fees, provided they submit the new project within 90 days of receiving the “not approved” email
• If a candidate wishes to resubmit an MAS+ project after 90 days, they may do so at the current market rate and by completing a new MAS+ application
• If a candidates’ initial MAS+ project is not approved, the candidate may resubmit their project with appropriate changes one additional time
   o If a MAS+ project is reviewed twice and does not pass, the project may not be submitted without prior approval
• The MAS+ project component is evaluated on a Pass/Fail scale