

**2020 Regional Engagement Program Speakers & Topics**

Regional Affiliates can receive $400 for offering a Professional Development Live Session to members. Any CAS/MAS-approved class offered qualifies for this credit. Please submit claims for sessions not coordinated through the Regional Relations department to Regional Relations by December 1, 2020.

An offering of PPAI-hosted speakers and topics is provided below to associations at no cost. Travel is included for PPAI staff presenters. Each association will pay travel expenses for non-staff presenters and Strategic Foresight sessions.

To Book a Listed Speaker:

Please complete and submit [this form](https://ppai.org/media/5678/2020-raep-speaker-request-form_fillable-form.docx). You will receive confirmation once the speaker has agreed to present.

CAS/MAS Credits:

Although these sessions are PPAI Professional Development (PD) pre-qualified, in order for your class attendees to earn CAS/MAS points, regional associations must submit the requested education session to PD for approval once the session is confirmed—this allows PD to know where the course is being offered and if the course will take more, or less time than pre-approved. Regionals must also submit post-event attendee lists to PD, so attendees can have credits put on their accounts. Click [HERE](https://ppai.org/media/5680/casmas-web-portal.pdf) for how-to instructions.

Questions:

Please contact Dana Geiger at [DanaG@ppai.org,](mailto:DanaG@ppai.org,%20) or Valerie Schenewerk at [ValerieS@ppai.org](mailto:ValerieS@ppai.org) with any questions.

Business Development

Find the Right Person for the Job 1.0 MAS

*Jennifer Crowfoot – PPAI Director of Professional Development, or*

*Julie Kwan – PPAI Diversity & Learning* *Engagement Manager*

Relying on resumes, appearances, a one-hour interview, LinkedIn endorsements and references is no longer enough to decide whether someone is the right person for the job. The good news is there’s a way to dig deep in an interview in order to hire someone who will excel in the role. After all, past behavior is the best predictor of future behavior. In this session, you will learn about a behavioral interviewing technique that can revolutionize the way you conduct interviews.

Diversity

Let’s Get Practical about Diversity, Equity and Inclusion 1.0 CAS

*Julie Kwan – PPAI Diversity & Learning Engagement Manager*

It’s been said that we need more diversity in the promotional products workforce. We know that the benefits of a diverse workforce include helping you reach more diverse clients and keeping you relevant with today’s culture, thereby growing your business. But, where can you start? Does that mean that you have to implement an affirmative action plan, or change everything about how you run your business? No! Diversity, equity and inclusion are not as overwhelming as they may seem. In this session, Julie Kwan will discuss what diversity, equity and inclusion really mean, provide some practical strategies you can implement for your business and help you examine what you can do to foster an inclusive and equitable environment that attracts and sustains a diverse workforce for your company.

Product Safety

Exploring the Factories of China 1.0 CAS

*Anne Stone, CAE – PPAI Director of Advocacy and Member Engagement*

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 while seeing glimpses of life in China. You’ll also get a sneak peek into what happens when those products arrive in the US by ship and what the inspection process entails.

How to Communicate Compliance with End Buyers 1.0 MAS

*Anne Stone, CAE – PPAI Director of Advocacy and Member Engagement*

This session is designed to help you engage your customers in the compliance conversation. It covers how you 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 Establish a Corporate Responsibility Program 1.0 MAS

*Anne Stone, CAE – PPAI Director of Advocacy and Member Engagement*

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 Handle a Recall 1.0 MAS

*Anne Stone, CAE – PPAI Director of Advocacy and Member Engagement*

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. **Course required for MAS program.**

Product Responsibility Best Practices for Top Product Categories 1.0 CAS

*Anne Stone, CAE – PPAI Director of Advocacy and Member Engagement*

Join us as we review the top compliance issues you must consider when sourcing, or selling key product categories including apparel, electronics and more.

Product Safety Basics 1.5 CAS

*Anne Stone, CAE – PPAI Director of Advocacy and Member Engagement*

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 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.** **Course required for TAS program.**

Prop 65 and State Regulations 1.0 CAS

*Anne Stone, CAE – PPAI Director of Advocacy and Member Engagement*

Did you know that big changes to California Prop 65 went into effect August 2018? Don’t put your business at risk … take the time to learn about those changes so you’re prepared to protect yourself and your clients! This session covers these 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. Course required for CAS program.**

Undue Influence Training 1.0 CAS

*Anne Stone, CAE – PPAI Director of Advocacy and Member Engagement*

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. Course required for CAS program.**

What Do You Need to Know to Stay on the Right Side of Regulations When Decorating

Apparel? 1.0 CAS

*Anne Stone, CAE – PPAI Director of Advocacy and Member Engagement*

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 practice 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.

Promotional Products Work!

NEW

GET IN TOUCH!® Next Level Content Marketing and Branding Strategies 1.0 CAS

*(For industry only)*

*Kim R. Todora – PPAI Communications and Branding Strategist*

This all new toolkit takes the Get In Touch! campaign to a whole new level. Great content supports your efforts to reach and engage buyers at every stage in the buying process – whether that content is a helpful how-to video, a sleek infographic, or a well-crafted case study. Content is the new currency that drives brand engagement in a world of empowered buyers.

This workshop will focus on how to create and leverage the many forms of content to promote your business and leverage content as a brand differentiator. Learn to deliver great content in the right forms and places, Studies indicate that companies that provide valuable content can generate more leads with higher ROI. Through this workshop, promotional professionals will learn how to create remarkable content that gets noticed and produces results.

Join Kim R. Todora, PPAI’s communications and branding strategist, for this thought-provoking seminar, including strategies and tools you can use today!

Promotional Marketing – Trends, Targets & Techniques 1.0 CAS

*(For all industry and end buyers; this session’s content is new and updated monthly.)*

*Kim R. Todora – PPAI Communications and Branding Strategist, or  
Dana Geiger – PPAI Regional Relations Manager*In an era of digital everything, marketers everywhere are turning to promotional products to connect with clients and consumers to cultivate passionate brand advocates through brand experiences. Promotional products, the only medium invited into spaces and places other media can’t touch, deliver the best reach, recall, response rates and return on investment for marketers and advertisers.

This session will feature evidence-based strategies, proven tactics and a fresh perspective on promotional marketing, as well as trends and techniques marketers are using to create measurable brand experiences, build communities and earn the trust and loyalty of clients and consumers.

Join Kim R. Todora, PPAI’s communications and branding strategist, or PPAI Regional Relations Manager Dana Geiger for this thought-provoking seminar.

NEW

Promotional Products Work! Week™ Engagement & Activation Strategies 1.0 CAS

*(For industry only)*

*Kim R. Todora – PPAI Communications and Branding Strategist*

Get connected and plug-in to the power of promo during Promotional Products Work! Week. This annual event serves as a cornerstone for recognizing the importance of working with promotional professionals, while creating awareness for promotional products as a powerful and effective advertising and marketing medium. Whether you are a large or small distributor, supplier, decorator or regional association you will learn how to use the easy step-by-step toolkit to plan and execute effective activations and engagement with buyers, legislators and your community.

Key Takeaways:

* Designing engaging experiences
* Cultivating and inspiring audiences
* Supporting your community
* Making an impact and having your voice heard
* Showing customer appreciation

Celebrating its seventh year, the week-long event is designed for the entire industry – large and small companies, regional associations, distributors and suppliers, business services providers and multi-line representatives – to get behind an industry-wide movement in support of demonstrating the power, value and effectiveness of promotional products.

Join Kim R. Todora, PPAI’s communications and branding strategist, for this hands-on workshop designed to build brand loyalty, inspire action and raise awareness.

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

Promotional Products) 1.0 CAS

*(For all industry and end buyers.)*

*Paul Bellantone, CAE – PPAI President and CEO*

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 program trends, along with outlining consumer and buyer research statistics.

Research

Work Smarter Not Harder – Using Industry Research to Grow Your Business 1.0 CAS

*(One month’s lead time is required to schedule this presentation as the session’s content will be updated with the latest research.)*

*Mo Das – PPAI Research Manager*

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.

Sessions Suitable for End Buyer Events

12 Technologies to Increase Efficiencies 1.0 CAS

*Dale Denham, MAS+ – Geiger CIO*

With all we have to accomplish in our business and personal lives, it is imperative we use technology effectively. It starts with 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.

Creating Value in an Outsourced World 1.0 MAS

*Paul Bellantone, CAE – PPAI President and CEO and Anne Stone, CAE – PPAI Director of Advocacy and Member Engagement*

Paul Bellantone, CAE and Anne Stone, CAE, will lead a conversation on creating value in an increasingly commoditized and outsourced world. Globalization, offshoring and technology put many traditional workers under pressure. This session will identify practices and traits that are difficult to outsource or automate—creating a competitive advantage for you and your business.

NEW

EXPERIENTIAL BRANDING: How to Ignite Consumer Love 1.0 MAS

*(This session’s content is new and updated regularly.)*

*Kim R. Todora – PPAI Communications and Branding Strategist*

In an era of digital everything, marketers everywhere are turning to experiential branding to connect with clients and consumers to cultivate passionate brand advocates through brand experiences. Promotional products, the only medium invited into spaces and places other media can’t touch, deliver the best reach, recall, response rates and return on investment for marketers and advertisers.

Key Takeaways:

* Dos and don’ts for developing a scalable experiential strategy
* How to build a brand strategy that works on the street and in the boardroom
* Localizing brand strategy to create relevance for the consumer and local communities
* Creating a tribe and understanding consumer passion points
* Proven ways to intercept consumers at key touch points
* How to reach today’s multicultural consumer
* Unique ways to breakthrough in a crowded, emerging space

This session will feature evidence-based strategies, proven tactics and a fresh perspective on promotional marketing, as well as trends and techniques marketers are using to create measurable brand experiences, build communities and earn the trust and loyalty of clients and consumers. This fun and thought-provoking seminar will stimulate creativity and ideation.

Improving Your Outlook 1.0 CAS

*Dale Denham, MAS+ – Geiger CIO*

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.

Promotional Marketing – Trends, Targets & Techniques 1.0 CAS

*(This session’s content is new and updated monthly.)*

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Join Kim R. Todora, PPAI’s communications and branding strategist, for this thought-provoking seminar.

Taming the Time Monster 1.0 CAS

*Dale Denham, MAS+ – Geiger CIO*

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, phonecalls and cat videos, you *can* tame the time monster.

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

Promotional Products) 1.0 CAS

*Paul Bellantone, CAE – PPAI President and CEO*

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 program trends, along with outlining consumer and buyer research statistics.

Strategic Foresight

Strategic Foresight – Evaluating Future Success – Designed for Business Owners

& Executives 1.5 MAS

*Regional is responsible for presenters’ travel and lodging for this session.*

*Paul Bellantone, CAE – PPAI President and CEO and*

*Anne Stone – PPAI Director of Advocacy and Member Engagement*

Designed for executives and company owners, this session is *not* suitable for every audience and it may not be suitable for a traditional education day. It is very much a leadership track (approved for 1.5 MAS points and takes 90 minutes to present). Key distributors and suppliers in a particular market – “Top Tier,” *i.e.*, principals and owners, not salespeople and/or end users – are the people who should attend and perhaps, these desired attendees should even receive special invites from your regional when you schedule this session.

Technology

*Regional is responsible for presenter’s travel and lodging for these sessions.*

12 Technologies to Increase Efficiencies 1.0 CAS

*Dale Denham, MAS+ – Geiger CIO*

With all we have to accomplish in our business and personal lives, it is imperative we use technology effectively. It starts with 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.

Hybrid Selling: How to Succeed as Online Business Grows 1.0 CAS

*Dale Denham, MAS+ – Geiger CIO*

Customer shopping expectations are racing ahead at light speed. Buying online is often simpler and preferred over talking with a person. When that happens, new value is created and 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.

Improving Your Outlook 1.0 CAS

*Dale Denham, MAS+ – Geiger CIO*

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.

Selling in the ZERO Moment of Truth (ZMOT) 1.0 MAS

*Dale Denham, MAS+ – Geiger CIO*

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 so you 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

*Dale Denham, MAS+ – Geiger CIO*

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, phonecalls and cat videos, you *can* tame the time monster.

Town Hall

Town Hall – Creating Success in an Era of Transformation 1.0 CAS

*Paul Bellantone, CAE – PPAI President*

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 almost 16,000 member companies. This session will outline new Association initiatives designed to deliver compelling member value and protect and grow the industry.