

# MAS+ Certification Program



The Master Advertising Specialist Plus (MAS+) designation demonstrates your commitment to progress in the promotional products industry. Combining your deep expertise and experience in this industry, your pursuit of the MAS+ develops and executes a plan or idea that pushes the industry forward, challenges the status quo or improves traditional industry practices. The resulting project provides guidance to promotional product professionals looking to implement or adopt a similar practice. MAS+ designees are proven industry leaders and will have opportunities to present their completed projects to industry peers. Once earned, MAS+ certifications do not require further recertification.

## Candidate Eligibility

- Presently serve in a position with a promotional products company with 7+ years verifiable industry experience
- Hold a valid Master Advertising Specialist (MAS) certification
- Have completed a minimum of 225 total education credits
  - 50 credits must have been earned within the last five years
  - Up to 15 Industry Service credits may count toward the 225 earned education credits

*\*PPAI reserves the right to determine the validity or appropriateness of all submitted material and will verify successful completion of all required criteria.*

## Project Eligibility

- Project reinforces or establishes progressive business practices within the industry
- If project involves a collaboration, candidate's project submission must focus on the candidate's unique contribution to the project
- Project may have been completed within two years prior to application submission, may already be in process, or may be initiated as a new project upon application approval

## Step One: Submit MAS+ Application

Complete the MAS+ Application and submit it to [certification@ppai.org](mailto:certification@ppai.org).

- Submit completed MAS+ application form with project proposal (1,000-word maximum)
- Submit a resumé or CV

A committee will review your application and provide feedback within 10 business days.

- “Ready for Submission” status determines the application has met the MAS+ requirements and is approved for final project submission. Proceed to Step Two.
- “Not Ready for Submission” status means the application needs to be modified. Candidate will receive an email with comments/feedback. Candidate may incorporate feedback and submit a new MAS+ application.



**PPAI** Certification™

## Step Two: Submit Final Project

- Pay evaluation fee: \$225 Members/\$375 Associates
- Submit completed MAS+ Final Project Submission Form and final project deliverables to [certification@ppai.org](mailto:certification@ppai.org).

A committee will review your final project deliverables and provide feedback within 20 business days.

- “Approved” status determines the project has met the requirements and candidate has earned MAS+ designation.
- “Not Approved” status means the project needs to be modified. Candidate will receive an email with comments/feedback, and may incorporate feedback and resubmit the project for evaluation.

## Step Three: Present Final Project

Work with the PPAI Certification Team to present your final project to industry peers. Presentation options may include:

- PPAI webinar
- PPAI publication



# Acceptable Project Categories

- Marketing Program
- Technology Initiatives
- Client Programs
- Product Development
- Diversity, Social Responsibility or Multicultural Programs
- Political/Legislative Programs
- Industry Collaboration
- Organizational Leadership, Communication and Culture
- Employee Incentive and Recognition Programs
- Educational Programs
- Strategic Sales Program
- Plan For Product Safety and/or Compliance Solutions

*Generally not accepted: Projects focused on event planning, standalone or one-time education sessions, or volunteer service*

## Final Project Conditions

- Candidate has one year from application approval email date to submit the final project. If the project is not submitted within one year, candidate must resubmit an MAS+ application.
- Prior to submitting the final project, candidate must pay the evaluation fee.
- If the final project is “Not Approved,” candidate will receive feedback on what needs to be modified. Candidate may resubmit project within 90 days of the “Not Approved” email date at no additional cost. If the time period exceeds 90 days, candidate must complete a new MAS+ application and pay the evaluation fee.
- If final project is reviewed twice and is “Not Approved,” candidate may not resubmit the project without prior approval.

## Final Project Deliverables

In addition to the MAS+ Final Project Submission Form, candidate’s final project submission should include both a written narrative and a visual presentation that clearly describe the project design, development, implementation and outcomes. All deliverables should be suitable for publication or presentation to industry peers. The final project will be evaluated based on inclusion of the following elements:

- Project Design
  - Objective or Goal
    - Describe how this project will benefit the promotional products industry or progress business practices within the industry
    - Define the overall goal and objectives of the project
  - Project Context
    - Describe any relevant background for the project
    - Outline the scope of the project
    - Describe potential challenges
    - List stakeholders, including specifics as to your role versus the role of other contributors
- Project Development and Implementation
  - Outline your strategy or plan to capture measurable results
  - Describe the process or steps you took to execute the project
  - Present any challenges encountered and what you did to address them
- Project Outcomes
  - Describe the project’s outcome
  - Outline the measurable results
  - Describe benefits of this project for your business or your client’s business
  - Describe benefits of this project for the promotional products industry, how it may help progress business practices within the industry, or what industry peers can learn and adopt from this project
- Written narrative: 5,000-word maximum
- Visual presentation: Acceptable formats include slide presentation (30-slide maximum) or video (20-minute maximum)