



WEBINAR AVAILABLE NOW...For Your Regional Members

(through June 30, 2009)

sm@rt Art

Dennis Burnham, MAS CAS Required Course - ART - 1.5 points \$15
Artwork is considered "ready" when it can be used for prepress and printing without the need for modifications that might incur extra charges or cause delays. Too often, when the order reaches the point of production, the artwork is not of a sufficient quality or type required to produce the products. Through this webinar, you will learn the industry's sm@rt Artwork Guidelines, so that these situations can be avoided completely. Identifying the requirements through the use of sm@rt Codes and following the sm@rt Artwork Guidelines can insure quick, clean imprinting at an affordable price.

Registration is available at:

<http://guest.cvent.com/i.aspx?1Q,M3,21586432-0e50-4869-9bd1-bbf41e980f4b>

Don't miss Quarter 3 & 4 webinars

Q3 FREE! Best Practices - Supplier/Distributor Relations

Tia Walker and Christopher Duffy CAS Required Course: BEP - Parts 1 and 2 - 3 points (Must complete both sessions to get the full 3 points) Webinar fee paid for by RAC

This CAS-required course serves as the foundation for learning best practices in the promotional products industry and how suppliers and distributors work together. This two-part program discusses the role of the distributor and supplier, the individual processes of order placing/processing, accounting, imprinting and delivery, marketing and customer service.

Registration is available at: <http://quest.cvent.com/i.aspx?1Q,M3,166df9ea-9cf5-4152-b5a9-9397f48e19c4>

Q4 Referral Magic: Proven Ways To Keep Your Customers Coming Back Again And Again

Tony Rubleski, MindCapture Group CAS 1 point Price: \$15
The average American is hit with more than 1,500 marketing messages each day. Few, if any, of these messages are noticed. Discover the secrets to capturing the attention of the 21st Century customer and ways to keep your customers coming back again and again.

Registration is available at: <http://quest.cvent.com/EVENTS/Info/Invitation.aspx?e=c436ab3d-8a73-4793-a81f-e16ec41f03bd>

- One webinar per quarter
- Access around *your* schedule
- Earn MAS/CAS points
- Register as a PPAI member to receive special member pricing.