



Dear Regional Affiliate:

Your members deserve professional development programs that rock! Why? It's a fact that more than half of regional association members are on track to earning MAS (master advertising specialist) and CAS (certified advertising specialist) certification. Plus, hosting professional development events positions your association as a resource and thought leader in the industry.

Planning a successful professional development event doesn't take a crew of roadies. It simply takes some planning and use of these easy tools located on the new Speakers Source web page.

The **2010-2011 Speakers Source** (formerly Speaker-in-the-box program) delivers simple, easy-to-follow steps for planning and promoting your professional development events. This program includes 13 top-rated promotional products industry speakers covering topics ranging from tradeshow giveaways to word-of-mouth promotion to social media (and everything in between). All speakers in the Speakers Source program have received top presenter scores at The PPAI Expo, and have presented to various industry groups.

Plus, add some additional rock-n-roll to your event with presentations by PPAI's senior leaders, who are experts on more than 20 topics. The best news is that all these speakers are FREE, and only require travel expenses. Now that's music to your ears!

To make planning even easier, take advantage of this collection of tools and templates for booking your speaker, planning your program, getting the word out and managing the details. It's all located in one place – at the new Speakers Source located at [www.regionalassociation.org](http://www.regionalassociation.org).

If you have any questions, don't hesitate to contact PPAI's Regional Relations team at 972-258-3051.

Rock on,

A handwritten signature in black ink that reads 'Laura L McKinney'. The signature is fluid and cursive, with a large initial 'L'.

Laura McKinney, CAE  
Senior Manager of Regional Relations

