



Dave
DeGreeff, MAS



Joe
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Grapevine, TX
June 23-25

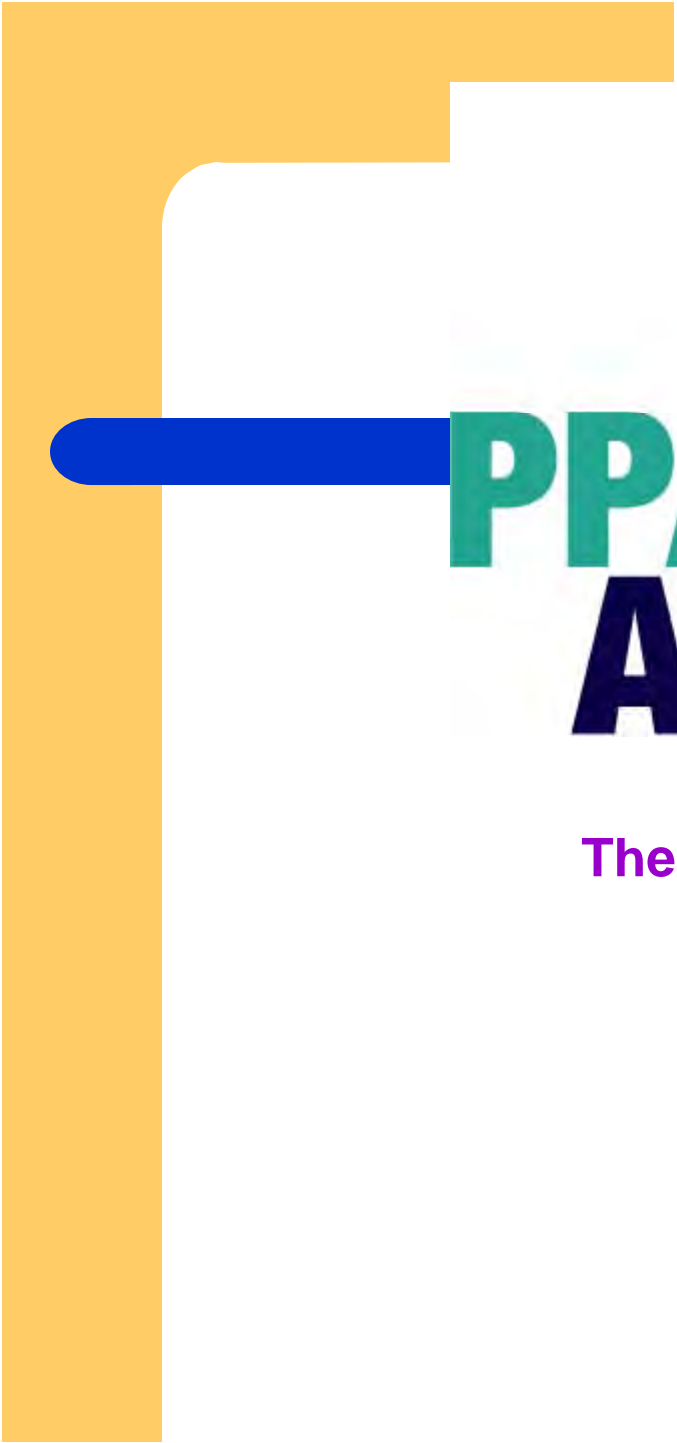
www.regionalassociation.org



RAC & LDW #LDW2010

ADvocate Regional Challenge

PowerPoints and handouts: www.regionalassociation.org



PPAI
ADVOCATE

The Voice of the Promotional Products Industry

The ADvocate Program



Use speaking ops to elevate awareness and communicate the effectiveness of promotional products as the only advertising medium capable of engaging all five senses

ADvocates

- Recruit talented, trained and motivated experts in the industry
- And put them on stage

How can we motivate speakers?

- Altruism
- But if that doesn't work ...
 - Competition
 - Cash



ADvocate Regional Challenge

- A friendly competition between individuals and regional associations
- Launched January 2008
- Joint venture between RAC and PPAI



Spoils to the winner

- Individual winner receives scholarship to:
 - Women's Leadership Conference
 - North American Leadership Conference
 - Suppliers' Forum
- Regional association receives \$1,500 for a speaker, or scholarship
- And most importantly—**bragging rights**

And the regional and individual winners are ...

- **First Leg**
 - Association winner—HPPA
 - Individual winner—Teri Ray, HPPA
- **Second Leg**
 - Association winner—UMAPP
 - Individual winner—Joe Scott, UMAPP
- **Third Leg**
 - Association winner—UMAPP
 - Individual winner (Tie)—David Hawes and Hillary Feder, UMAPP
- **Fourth Leg**
 - Association winner—UMAPP
 - Individual winner—Bill Turney, HPPA



So you didn't win ... that's okay

- We've just set the odometer back to zero
- The challenge will start up again on June 28 and will run through The PPAI Expo 2011

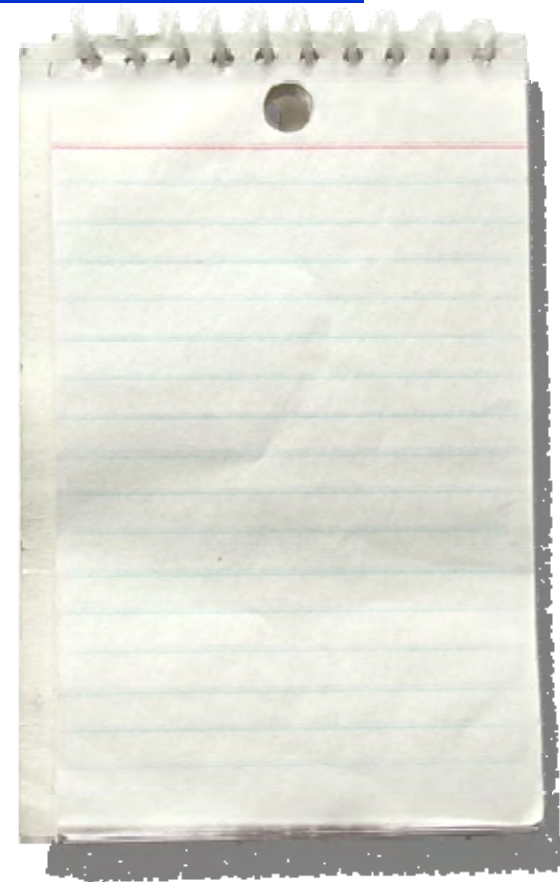


Challenge Rules

- Every regional member trained as an ADvocate is eligible to participate
- Each presentation = 1 point
 - 1 point for speaker
 - 1 point for regional association
- Most points at the end wins

Please note ...

- ADvocates must submit reporting forms to PPAI by the conclusion of the contest
- Paid speaking ops do not count unless funds earned are donated to PPEF
- Winners will be announced at The PPAI Expo 2011



How can you get started?

- Identify your regional ADvocates
- Recruit others
- Make sure they are aware of the program
- Motivate them
- Support them



The Basics — Requirements

- Be a member of a regional association
- Be a member of PPAI
- Complete on-line application
- Sign letter of agreement
- Complete ADvocate basic training



For the novice

- Presentations are available on-line
- ADvocates are responsible for finding speaking ops in their local communities
- ADvocates must prepare and deliver the presentation



Support on-line

The screenshot shows a Windows Internet Explorer browser window displaying the PPAI website. The address bar shows the URL: <http://www.ppa.org/Member/Professional+Development/Advocate+Program/Advocate+Presentation+Materials.htm>. The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help), a search bar, and various toolbars. The website content features a navigation menu with links for Sales & Marketing Solutions, Professional Development, Technology, Business Management, and Associate Sites. A central message thanks distributors and suppliers for the PPAI Expo 2008. A 'Quick Links' sidebar on the left includes links for 'kids in need', 'PPAI PRODUCT SAFETY', 'PPAI The Expo', and 'PPAI Membership Guarantee'. The main content area lists 'Advocate Presentation Materials' with a list of links: Advocate Self-Mailer For Business Group, Advocate Self-Mailer For Student Group, Advocate PowerPoint Presentation #1, Advocate PowerPoint Presentation #2, Advocate Speaker Guide, Advocate How To Schedule Speaking Opportunities, Advocate Materials Order Form, Advocate Reporting Form, Advocate Speaker Resources, and Advocate Sample Cover Letter. The taskbar at the bottom shows the Start button and several open applications, including Calendar, Pandora, and Microsoft Office, with the system clock showing 6:24 PM.

Reporting forms

The screenshot shows a Windows Internet Explorer browser window displaying a web form titled "Reporting Form" for PPAI Advocate. The browser's address bar shows the URL "http://www.ppa.org/Apps/Advocate/ReportingForm.aspx". The form includes several input fields and radio buttons, all marked as required with an asterisk. The fields are: Advocate Name, Company Name, Regional (a dropdown menu), Email, Date of Presentations (with an example "ex. 1/1/2008"), Group/Venue, What industry did the group represent?, Location of presentation/City, State, Number in attendance (approximate), Length of presentation (with radio buttons for Minutes and Hours), Your evaluation of the presentation (with radio buttons for poor, 1, 2, 3, 4, 5, excellent), and Your evaluation of the audience response/receptiveness to the presentation (with radio buttons for poor, 1, 2, 3, 4, 5, excellent). The browser's taskbar at the bottom shows the start button and several open applications, including Calen..., Pando..., Advoc..., Micros..., and http://... The system clock in the bottom right corner indicates the time is 6:27 PM.

PPAI
ADVOCATE

Reporting Form

* - required field

* Advocate Name:

* Company Name:

* Regional:

* Email:

* Date of Presentations: (ex. 1/1/2008)

* Group/Venue:

* What industry did the group represent?

* Location of presentation/City, State:

* Number in attendance (approximate):

* Length of presentation: Minutes Hours

* Your evaluation of the presentation: poor 1 2 3 4 5 excellent

* Your evaluation of the audience response/receptiveness to the presentation: poor 1 2 3 4 5 excellent

Your important role

- As regional leaders, you are a key point of contact for speaking requests
- A catalyst for identifying and pursuing speaking opportunities
- Key role in supporting, training and motivating speakers



Share the load

Who can help you?

- Existing committee
- New committee
- Board members
- Other members



Care and feeding



Steps to success

1. Build your list of contacts
2. Do your homework
3. Set a goal
4. Use the phone script as a guide
5. Send an e-mail first, follow with a phone call

The ADvocate tool kit

- Tips on Finding Speaking Opportunities
- Excel spreadsheet of local contacts
- Sample phone script
- Sample letter
- Promotional Products FAQ

What to expect

- Periodic ADvocate updates on Newslink
- Leader board available www.ppai.org and RAC website

Celebrate and recognize success

- Follow with a thank-you note
- Publicize in your newsletter
- Recruit more ADvocates
- Don't forget to recognize your ADvocates!



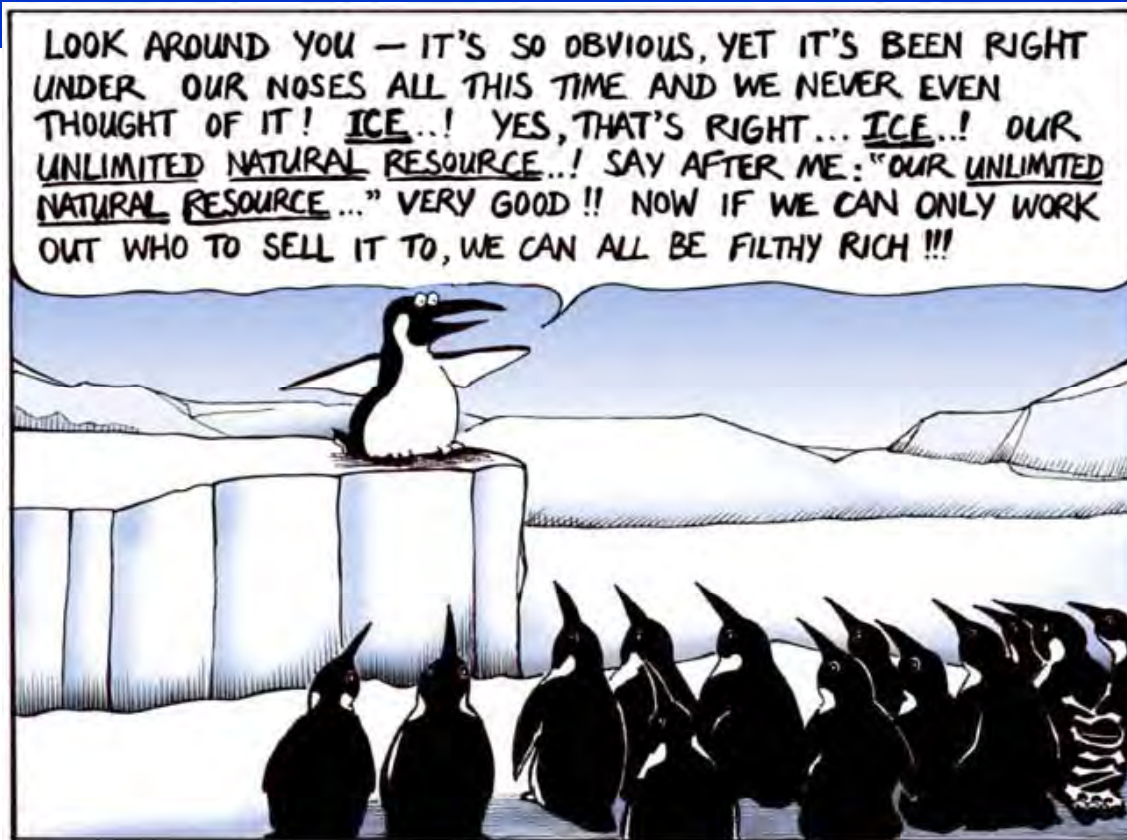
Support, train, motivate

Best practices for success from HPPA

- Setup a “practice day” for ADvocates—5–10 minute presentation so that participants can get a small idea of what the experience is like.
- Send an e-mail to regional membership asking for help finding speaking engagements.
- Submit articles to be included in regional newsletter.
- Start a contest with prizes for regional members who provide the most leads for speaking ops.
- Consider a booth at regional tradeshows to promote the ADvocate Program and ask attendees for leads.
- Present the ADvocate PowerPoint to regional membership to solicit participation from non-ADvocates.
- Give gifts to the person who was the contact for the speaking opportunity as a “thank-you.”
- Use area business directories as a source for good leads.
- Create an ADvocate page on your website and post info about the group and individual ADvocates.



Questions?



Penguin motivational speakers.