

January 2-6, 2012

Professional Development January 2-3
Exhibits Open January 4-6

Discover The Enhanced Value Of PPAI Certification Programs

John Campbell

Promotional Products Association International

CAS - 1 pt.
Wednesday, January 04, 2012
2:00 pm - 3:00 pm

Brought to you by:



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Discover The Enhanced Value of PPAI Professional Development Certification Programs

The PPAI Expo 2012
Presented by
John Campbell, PPAI Manager of Certification

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What's The Enhanced Value of Certification?

- Why Certification?
- PPAI Certification at a Glance
- Value of PPAI Certification Programs
- Two New Professional Designations
- Your Promotional Products Career
- New CAS-Required Course
- Certification Fast Track Program
- Online Forms
- Online Exams
- Resources



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Objectives

- Relate why obtaining a professional certification can help accelerate your career
- Describe the key features of PPAI Certification programs
- Explain the value PPAI Certification Programs create for your promotional products career
- Recognize the new CAS course requirement
- Utilize the new PPAI Certification program resources, including: Marketing Materials, Fast Track, and Online Forms and Exams



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What Is PPAI Certification?

The Master Advertising Specialist (MAS) and Certified Advertising Specialist (CAS) designations have been the promotional products industry's premier professional credentials for over 50 years.

Promotional Products Association International (PPAI) created this certification program in 1961 to designate individuals in our industry who have demonstrated an advanced knowledge of and experience in the promotional products market








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PPAI's Certification Program (At a Glance):

Designation	Experience Required	Points Required	Exam Required	Recertification Required	Designation Awarded
TAS  (Trained Advertising Specialist)	<3 Years	25	N	N	Certificate of Completion
CAS (Certified Advertising Specialist)	=3+ Years	75	Y	Y	Certification
MAS (Master Advertising Specialist)	=5+ Years	175	Y	Y	Certification
MAS+  (Master Advertising Specialist Plus)	=7+ Years	225	N	N	Certification

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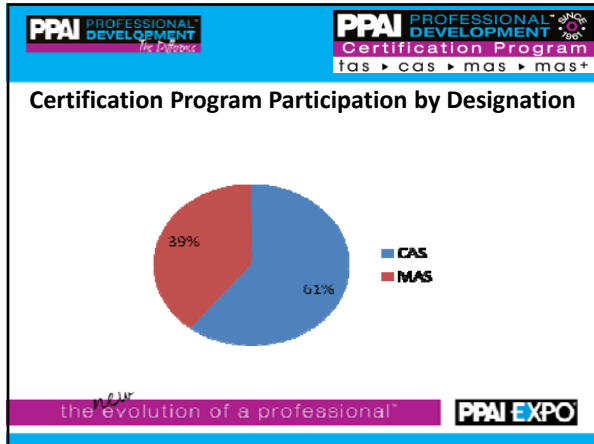
Profile of a PPAI Certified Professional

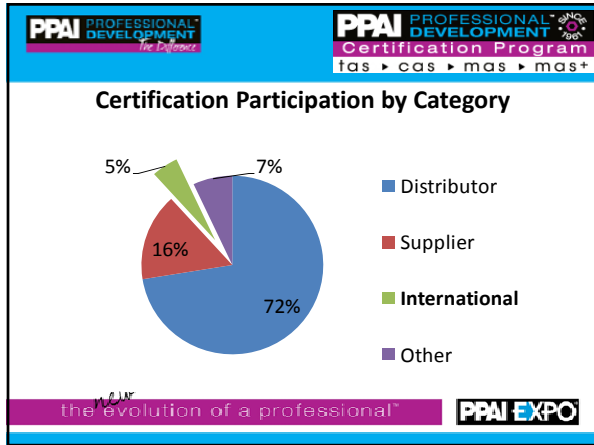
- Tenured professional with at least three years of industry experience
- Has demonstrated competency of promotional products knowledge, including: building promotional programs, advertising techniques, best industry practices and effective use of artwork
- Attends industry tradeshows and educational events
- Participates in an average of 10.5 hours of education each year
- Is one of the more than 700 connected members of The MAS/CAS LinkedIn Group
- Has held their current position for an average of 3.5 years



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Value of PPAI Certification Programs

- Awards you a professional credential starting at a cost of only \$50 and 25 hours of your time
- Validates your industry knowledge across the promotional products marketplace—designations are not awarded based on PPAI membership
- PPAI Certification provides an impartial, third-party endorsement of an individual's professional knowledge and experience
- PPAI Certifications are portable, since they do not depend on one company's definition of a certain job
- Gives you official industry recognition for your achievement: PPAI press release, Newslink, PPB placement, Expo recognition, and a plaque and individualized recognition items
- Connects you to over 2500 certified professionals through exclusive social media groups and live networking events at Expo



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Master Advertising Specialist (MAS)

- At least five years industry experience
- Must complete an additional 100 hours of industry education—including demonstrating industry service
- Must pass a comprehensive 150-question exam
- Must recertify every three years with 25 additional continuing education



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Value of Attaining an MAS or CAS Certification

- "As a Multi Line Rep my MAS designation made the difference in acquiring many of my best Supplier Lines. It illustrates that I am a true professional and take seriously what I do."
- Larry D. Krause, MAS, President, LDK Marketing
- "Obtaining my MAS has helped keep me more engaged in the industry, and opened a new group of colleagues for networking and business opportunities."
- Heidi Knotts, MAS, Marketing Manager, Pioneer Line
- "When I started in this industry in 1995 as a file clerk I was very young. As I progressed in my career I didn't think people took me seriously because of my age. Getting my CAS allowed me to be seen as a professional earlier in my career. As my career evolved I achieved an MAS designation and when a project reached a dead end with a company, my MAS won for me a personal response from the VP of Sales, as he knew my MAS meant I was an industry professional. Now, I'm positive my MAS designation helped me win my position on the PPAI board of Directors!"
- Julia Wright, MAS, Owner, Wright Choice Promotions

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New Designation: MAS+

Master Advertising Specialist Plus (MAS+)

- The Master Advertising Specialist Plus (MAS+) Certification is an earned certification program
- Advanced industry certification program targeted to veteran industry professionals with seven or more years of industry experience
- Project-based certification demonstrating advanced promotional products industry knowledge with the submittal of a work product in lieu of a comprehensive examination
- Applicants must complete a MAS+ Certification application form
- A MAS+ Certification program evaluation fee applies

Candidate Requirements:

- Possess a current UPIC (www.upic.org) login (registered email address and password)
- Presently serving in a position with a promotional products company and with at least seven years of verifiable promotional products industry experience
- Have earned a minimum of 225 MAS or CAS education points (as it is reflected in the candidate's PPAI Certification Transcript)
- Produce a detailed work product which demonstrates the candidates advanced knowledge of promotional products industry concepts and business practices

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Value of Attaining an MAS+ Certification

- Enables a veteran promotional products professional with at least seven years of industry experience to differentiate themselves from the competition by earning an advanced industry certification from a recognized industry certification provider
- As a project-based program, there are no examination requirements
- Upon earning the Master Advertising Specialist Plus (MAS+) certification, the designee is exempt from recertification requirements
- Allows the MAS+ designee to use the MAS+ logo to promote their commitment to industry excellence as a seasoned certified professional (business cards, email signature line, resume, etc.)



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What Does PPAI Certification Mean to Me?

"PPAI certification designations are a competitive differentiator in a increasing competitive marketplace.

It provides the ability to leverage and adapt to industry changes, drive new accounts, orders, anticipate and stay informed on issues impacting your business.

When I walk in the office of a client, it allows me to tell a story the majority of my competition can't."

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Your Promotional Products Career



- 0-3 Years Experience
TAS (Trained Advertising Specialist)
- 3-5 Years Experience
CAS (Certified Advertising Specialist)
- 5+ Years Experience
MAS (Master Advertising Specialist)
- 7+ Years Experience
MAS+ (Master Advertising Specialist Plus)

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Distributor/Master Advertising Specialist Plus (MAS*) Suggested Courses

(50 Points—beyond MAS)

Distributor Courses • 15 Points • Available Online • Cost: \$0.00	Social Media • 5 Points • Available Online	Artwork • 10 Points • Available Online	North American Leadership Conference • 15 Points • Available Live	Sales & Marketing • 5 Points • Available Online
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Supplier/Master Advertising Specialist Plus (MAS*) Suggested Courses

(50 Points—beyond MAS)

Supplier Courses • 15 Points • Available Online • Cost: \$0.00	Artwork • 5 Points • Available Online	PPAI Suppliers Forum • 10 Points • Available Live	PPAI Product Safety Summit • 10 Points • Available Live	Product Safety • 10 Points • Available Online
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CAS-Required Course Change

As of 1/2/2012, the **Product Safety Basics** course will replace **Smart Artwork Guidelines** as a CAS-required course. CAS candidates will continue to acquire 15 points from the CAS-required courses:

• Promotional Products Industry Overview Parts 1 & 2	3.0 CAS Points
• Promotional Programs Parts 1 & 2	3.0 CAS Points
• Best Practices in Supplier-Distributor Relations Parts 1 & 2	3.0 CAS Points
• Advertising and Marketing Overview Parts 1 & 2	3.0 CAS Points
• Product Safety Basics	1.5 CAS Points
• Business Ethics	1.5 CAS Points

Total 15 CAS Points

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Online Certification Exams:

The MAS and CAS certification examinations will be offered online as a premium education option through our partner ProctorU.

- Candidates must meet all MAS or CAS requirements in order to register for the exam (verified by PPAI)
- Candidates register for the exam at: <http://www.ppai.org/education/certification/exams>
- Candidates access the exams at: www.proctoru.com/ppai
- Candidates **must pay the examination fee prior to scheduling an exam**
- Candidates **must possess a computer with a webcam and an internet connection**
- Online exams are scheduled from 8:00 AM – 8:00 PM Eastern (Monday – Sunday)
- After completion of the exam the candidate will receive an immediate email with their examination score

Yes - we will continue to offer exams at live events



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PPAI Education Offerings (Digital)

- PPAI Live Webinars**
 - Over 10 hours of original programming each month (most qualify for 1.0 or more MAS/CAS points)
 - We average over 115 participants per webinar
 - Our SMEs are highly-rated industry leaders
- PPAI On-Demand Webinars**
 - Over 80 hours of relevant content from 2009 – Present (most qualify for 1.0 or more MAS/CAS points)
 - CAS-required courses are complimentary

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PPAI Education Offerings (Live)

- PPAI Live Events**
 - [Women's Leadership Conference](#) (20 MAS Points)
 - [North American Leadership Conference](#) (20 MAS Points)
 - [Product Safety Summit](#) (10 MAS Points)
 - [Supplier's Forum](#) (10 MAS Points)
- PPAI Expo**
 - Over 100 hours of relevant industry education
 - Earn over 25 MAS and CAS points

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Contact Us

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Find Us Online:
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What Will it Cost ?

Fees are Effective 3/2/12

Program	PPAI Member	PPAI Member/Expedited	PPAI Nonmember	PPAI Nonmember/Expedited
TAS Certificate	\$90	\$75	\$75	\$100
MAS+ Certification	\$225	\$275	\$285	\$825
Certification Fast Track (CFT) [CAS-Required Courses]	\$100	\$125	\$150	\$175
Certification Fast Track (CFT) [CAS-Required Courses & Points]	\$150	\$175	\$200	\$225
Online Exam	\$275		\$345	
Paper Exam*	\$225		\$285	
Recertification**	\$75		\$100	

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