ONE INDUSTRY. ONE PURPOSE. ONE VOICE.

A Peer-Led Guide To Success
ONE INDUSTRY.
ONE PURPOSE.
ONE VOICE.

DAY ONE:
Kick-Off The Week!
DAY ONE:
Kick-Off Events

Factory/Office Tours

- Showcases your capabilities
- Allows customer(s) to meet the staff
- Discussion of future opportunities
- Highlight behind the scenes details
- Cultivate personal relationships
Plan ahead for proper travel arrangements for attendee(s)
Place any food/beverage orders for the day
Discuss interest points with customers
Discuss visit with appropriate staff members
Day Of Event

- Welcome entry way signage
- Gather attendee(s) to highlight the day’s visit
- Guide attendee(s) through appropriate factory areas and discuss specifics that apply to each of the attendees
- Allow for Q&A
- Wrap up refreshments/meal
- Parting gift
Post Event

- Send personalized Thank You notes
- Follow up with individual phone calls
- Recap with staff members
- Move forward on immediate action items
- Prepare details on any future opportunities
Meet & Greet:
Luncheons/Mini Tradeshow

- Highlight various products available
- Smaller group size for presentation
- Individual attention
- On-The-Spot order opportunities
Secure venue and plan food/beverage details
Confirm presentation details (who/what)
Send invitations at least 1 month in advance
Invite qualified buyers
Prepare giveaways and handout items
- Highlight best sellers, new products, unique items
- Discuss specific products or projects with attendee(s)
- Provide appropriate literature and/or samples
- Focus on ‘What To Remember’ points
- Make It Fun!
Post Event

- Send personalized Thank You notes
- Follow up to sample/product requests
- Discuss ways to improve for next year/time with staff
- Prepare future opportunity details
- FOLLOW UP FOLLOW UP FOLLOW UP FOLLOW UP
ONE INDUSTRY.
ONE PURPOSE.
ONE VOICE.

DAY TWO:
ADvocate for the Industry!
Celebrate…
promotional products professionals and the vital role you
play in all aspects of advertising, marketing, and in
business.

Demonstrate…
the importance of promotional products as an effective
advertising medium and marketing tool.

Represent…
the entire promotional products industry.
Pre-Event

Education & University Outreach

- Contact schools and focus on marketing classes
- Contact teachers/professors to determine topics of interest to maximize engagement
- Customize the industry ADvocate Presentation
- Prepare case studies and success stories
- Make copies of research-based handouts
- Provide professor speaker introduction
- Order samples and self-promotion products
- Prepare personal success stories showing ROI using promotional products
Day Of Event

- Arrive early for room & A/V setup
- Display product samples & pass them around
- Always have presentation on USB drive
- Customize presentation based on professor/classroom areas of interest
- Preso Tips: Color, Logo Dos & Don’ts, Branding
- Professor gift
Post Event

- Send a handwritten thank you note after each presentation
- Follow-up with a phone call to schedule future presentations
- Help students with job and internships resources
- Thank you emails to students
- Christmas cards & gifts to professors and other contacts
- Invite professors, university contacts and students to end user shows
- Request meetings or lunch with the professor and campus decision makers
- Find ways to parlay presentations into additional meetings or presentations
DAY TWO: ADvocate for the Industry!

ONE INDUSTRY. ONE PURPOSE. ONE VOICE.
Business & Community Group Outreach

“DAY TWO: ADvocate for the Industry!”
Pre-Event

- Review business, association and community networks and contacts
- Contact associates or get referrals
- Identify the needs of the organization
- Determine presentation environment: handouts or PowerPoint
- Customize ADvocate presentation for each group to maximize engagement
- Prepare case studies and success stories
- Make copies of research-based handouts
- Provide speaker introduction in advance
- Order samples and self-promotion products
- Prepare personal success stories showing ROI using promotional products
Arrive early for room & A/V setup or handout distribution
Display product samples & pass them around
Always have presentation on USB drive
Customize presentation based on organization’s area of interest
Preso Tips: discuss advertising and branding as it relates to business performance, effectiveness and efficiency and the bottom line ROI
Engagement activities: Q&A, ‘pick your pocket’ game, business card drawing
- Invite attendees to upcoming end user shows and hospitality events
- Request meetings or lunch with the group leader(s)
- Find ways to parlay presentations into additional meetings or presentations with individuals, companies or related groups
- Offer to conduct one-on-one consultations
- Send a thank you note(s) after each presentation
- Follow-up with a phone call to schedule future presentations
DAY THREE:
Reach Out For A Good Cause

ONE INDUSTRY.
ONE PURPOSE.
ONE VOICE.

WORK® WEEK

PROMOTIONAL PRODUCTS
DAY THREE:
Reach Out For A Good Cause

Dream Big!

- What will you feel good about?
- What is the message you want to bring about your organization into the community?
- What makes sense for you and what makes sense for the cause?
- What is coming up in your city that you could tie into?
- Don’t let expenses hold you back, instead think of strategic partners that can help you with funding in exchange for sponsorship exposure
Considerations:

- How will we judge the success of the event?
- In or out of office?
- Donations?
- How big/ how small?
- Will you give away promotional products?
- Who could join your team, to defray expenses and help run the event, i.e., a strategic partner?
- How can you maximize exposure/ gain publicity?
- What kind of social media presence will you have?
Assign Responsibilities:

- The devil is in the details – think through to the end and work backwards
- Timing of event: Schedule anticipated start to finish in advance
- Wear branded T-shirts
- Take pictures!
- Invite the right people and press
- Give away fun promotional products with appropriate messaging

“Day Of Event”
Post Event

Measure Success!

- Determine success of event
- Send out press releases with pictures
- Thank all strategic partners, team members
- Update social media with results, pictures
- Create a special picture of the final presentation of proceeds to charity director
ONE INDUSTRY.
ONE PURPOSE.
ONE VOICE.

DAY FOUR:
Get On Your Soapbox!
Our MISSION

Celebrate & Communicate
Tell your members of Congress about promotional products and the vital role they play
Demonstrate & Ask

Make sure members of Congress understand that promotional products are an effective advertising medium and marketing tool.

Remind them that promotional products are often the best way to contact hard-to-reach groups.

Ask your representatives to keep the unique needs of this industry in mind when considering legislation.
500,000 As One

If we all put our voices together, we can make ourselves heard

You are the ONE
This Is Your Opportunity
To Do The Same In Your State

- Start with easy
- Move to more difficult

Learn

- Go to [www.PPAILaw.org](http://www.PPAILaw.org)
- Review the Little Black Book
- Review the issue papers
Day Of Event

Get Started (easy)

- Go to PPAILaw.org
- Follow the online prompts to send emails to your Senators and Representative
- 2 minutes

Reach Out (intermediate)

- Go to PPAILaw.org
- Follow the online prompts to send emails to your Senators and Representative
- Pick up the phone and call them using a script prepared by PPAI
- 17 minutes
Cultivate Relationships (intermediate)

- Go to PPAILaw.org
- Send emails
- Make 3 calls
- **Schedule a meeting with your members of Congress in their local offices or schedule a factory visit**
- Half a day

"Day Of Event"
Build Relationships (advanced)

- Go to PPAlLaw.org
- Send emails
- Make 3 calls
- Schedule a meeting with your members of Congress in their local offices or schedule a factory visit
- **Make a commitment to truly build a relationship with your member of Congress**
- On-going
Act Now

Resources

- We have all the tools to make this as easy as possible
- Go to www.PPAILaw.org
ONE INDUSTRY.
ONE PURPOSE.
ONE VOICE.

DAY FIVE:
Thank Your Customers!
Customer Appreciation

This is the culmination of the weeks’ efforts and brings us back to the very core of what we do!
GET READY

Do we practice what we preach?

Are we thanking our customers?

- Think of ways to show your appreciation. Develop an integrated ‘before, during and after’ strategy for the day.

- Analyze your client list to determine if you’d like to do something for all, or a select group.

- Set a budget.

- Consider the time-frame and plan ahead for production, shipping.

Examples:

- Create an integrated campaign: choose products that tie together the event invitation with the ‘day of’ activities and the follow up ‘thank you’ note.

- Do a bulk mailing. Pick items that get attention, are fun or themed and co-brand them with your company logo and the PPW! Week logo.

- Have a wine & cheese tasting and order related products for your clients. Wine glass, charm, bottle opener, printed napkins

- Have a chocolate hospitality bar or tasting with only chocolates from our suppliers and make sure they have samples to take with them. Candy jar,

- Customize the event based on your area of expertise.
An Attitude of Gratitude!

Go overboard to let your customer’s know they are appreciated!

Use the products you’ve ordered for the event to show the many sides of promotional products!

“Day Of Event”
Thank You, Thank You!

Nothing takes the place of a personal ‘Thank You’ note or card.

Take the time to do this!
ONE INDUSTRY.
ONE PURPOSE.
ONE VOICE.

DAY FIVE:
Thank Your Customers!
DAY 5: Thank Your Customers

- Who are your customers demographically and geographically?
- What is the message you want to convey beyond thank you?
Thanking your customers with Promotional Products
Event or Non Event
Mail vs. Hand delivered
Could there be a social media application?
How do you want your company to be perceived?
What is your brand?
Do you want to elicit a response?
Is it a promotional product by itself, or will you attach a marketing message?
What is the message? (Factoids about effectiveness of promotional products)
- Lunch, Dinner, Cocktails, Breakfast – FOOD!!
- Print or Event, do you entertain, teach, present?
- On site/ Off site (movie theater, restaurant, sports bar, wine tasting)
- Drive by personally to say Thank You? Party Bus or Limo?
- Present a Promotional Product that represents your brand with messaging that supports the campaign
- Sponsors to offset costs?
- Utilize factoids about effectiveness of promotional products somewhere in your thank you messaging.
- Capture testimonials…to be used in post-event social media and future presentations.
- Take pictures if you are out meeting with clients.

“Day Of Event”
Facts about effectiveness of promotional products:

- 83% of respondents like receiving a promotional product with an advertising message.
- More than half (58%) of respondents keep a promotional product anywhere from 1 year to more than 4 years.
- 89% of consumers surveyed could recall the name of the advertiser on a promotional product they received in the past 24 months.
- Adding a promotional product to the media mix increases the effectiveness of other media by up to 44%.

Source: PPAI research. All rights reserved.
Promotional Products
Work! Week is all about promoting—and protecting—your business.

BE BOLD! THINK BIG!
TO GET STARTED!

VISIT:
www.promotionalproductswork.org/week