



PPPC Ambassador Program - Frequently Asked Questions

1. What is the PPPC Ambassador Program

It is a program designed to train promotional products professionals on how to make presentations to business groups and educational institutions about the power of promotional products and the importance of distributors as effective marketing resources.

2. How many people have signed up for the program so far

PPPC counts more than 200 trained Ambassadors since the program was launched in September 2005.

3. What is this program expected to accomplish

The program's objective is to educate buyers and potential buyers, and create an awareness of promotional products as a marketing medium starting at the community level. Ultimately, the goal of these buyer initiatives is to increase distributor sales of promotional products.

4. Who can participate

There are four qualifications for the program: (1) You must be a member of PPPC to participate in this program. (2) Attend one of the speaker training sessions offered by PPPC. (3) Fill out an application which calls for three names of references who can validate your abilities as a speaker. (4) Sign a letter of agreement relating to established guidelines, ethical standards and professionalism.

5. What assistance is provided

PPPC provides web-based and live training workshops to teach speaker skills and a tool kit which includes: instructions on finding speaking opportunities, a sample phone script, a sample letter, a FAQ document to send with your letter, information on accessing an online PowerPoint presentation with case studies that can be tailored to specific audiences, a reporting form, a speaker evaluation form for your audiences and free promotional brochures and promotional products that can be ordered from PPPC.

6. What is the responsibility of the Ambassador

Ambassadors are responsible for finding speaking opportunities in their local communities, and for preparing and delivering the presentation. The Ambassador is also responsible for reporting the presentation to PPC in order to get education credits detailed in #7 below.

7. Are MAS/CAS points available

Education points will be awarded to Ambassadors: one point for the training program and points for each presentation made in conjunction with the Ambassador program: .5 points for a 30 minute or shorter presentation and a full point (1 point) for a presentation of 45 minutes or longer. The Ambassador must submit a Reporting Form to PPC to receive credit.