



THE THREE PILLARS

of the Promotional Product Professionals of Canada (PPPC)



- P** – Promotional Product Professionals
- P** – Professional Development (education)
- P** – Partnerships (strategic)
- C** – Community

COMMUNITY

LEARN - Members can benefit from the expertise from national and local perspectives, learn best practices, and gain practical knowledge and insights that are not readily available through other channels. This can lead to more innovative solutions and better decision-making.

CONNECT & BUILD RELATIONSHIPS - Within the industry at all levels including MLR, sales, management, customer service, ownership with suppliers and distributors leading to stronger partnerships, joint ventures, and client referrals that can significantly expand business opportunities. And build a strong and more united association and industry.

SUPPORT & COLLABORATION - Being part of a community offers a support system of peers who understand the challenges specific to the industry. This environment fosters collaboration and mutual support, which can be crucial during challenging times. Members can share resources, provide moral support, and work together to overcome common obstacles through connectivity and inclusivity.

STRATEGIC PARTNERSHIPS

MEMBER PRIVILEGES - Exclusive member benefits provide access to services, and resources that will help improve your bottom line.

EDUCATION RESOURCES, STRATEGIC RESEARCH DATA & INSIGHTS - Our partnerships provide access to extensive and exclusive educational programs, including seminars, webinars, mentorship program and certification courses, designed to enhance the skills and knowledge of promotional products professionals.

ACCESS TO INDUSTRY LEADING TECHNOLOGY & INSIGHTS - Sets you up for success by allowing you and your business to be efficient, more competitive, and also facilitates seamless communication & workflow between distributors and suppliers.

EDUCATION

ENHANCE - Your skills, boost knowledge and credibility. Making yourself more competitive by keeping up to date with industry trends, sustainability (Environmental, Social, Governance – ESG) best practices, latest skills and new technologies ensures you remain relevant and capable of navigating changes impacting the Promotional Products industry.

MENTORSHIP - Provides personalized and experienced guidance, feedback, and support, helping you navigate challenges and accelerate your growth. Mentors also offer valuable networking opportunities and hold you accountable, boosting your confidence and driving you towards success.

INCREASED JOB SATISFACTION - Engaging in professional development can lead to continuous growth which can lead to a more fulfilling career, as you feel more confident and capable in your role. Organizational benefits include better retention and team building opportunities.