

Organizers Guide



GET THE TOOLKIT ► GET INVOLVED



*Every year, we,
the collective industry,
will celebrate what
makes our industry
hum...*

Get In Touch! during Promotional Products Work! Week

Excite, Engage & Experience The #PowerOfPromo During Promotional Products Work! Week

This year, the promotional products industry and Promotional Products Association International (PPAI) will celebrate the "POWER OF PROMO" with a POP! during Promotional Products Work! Week. This annual event serves as a cornerstone for recognizing the importance of working with promotional professionals, while creating awareness for promotional products as a powerful and effective advertising and marketing medium. Use the new POP! campaign toolkit to get in touch with buyers, legislators and your community.

OUR MISSION...is to celebrate the crucial role promotional products and skilled industry professionals like you play in all aspects of advertising, marketing and business.

OUR PURPOSE...is to demonstrate the importance of promotional products as an effective advertising medium and marketing tool, as well as to support you, the promotional products experts, as the best source for designing and implementing creative, successful campaigns.

OUR VOICE...represents the entire promotional products industry—large and small companies, regional associations, distributors, suppliers, business services providers and multiline representatives—working together to demonstrate the power, value and effectiveness of promotional products everywhere.

This is quick guide on how you can contribute and benefit from our industry's biggest week of the year!

GET THE TOOLKIT ► GET INVOLVED

"Promotional Products Work! Week unites the industry with one mission, one purpose and one voice."

- Paul Bellantone, CAE, PPAI President and CEO

BE BOLDER! THINK BIGGER!



*Advocate...
we must maintain
a level of awareness that
will offset the
competitive media.*

POP! DAY BY DAY

DAY ONE ► KICK OFF THE WEEK STRONG!

- Stage an open house, a meet-and-greet, a company tour or lunch-and-learn.
- Invite your customers, prospects, local media, government officials and dignitaries.
- Collaborate with suppliers, manufacturers, distributors and regional associations.
- Plan a party, save the date, collect RSVPs, put on the ritz!

DAY TWO ► ADVOCATE FOR THE INDUSTRY!

- Offer to speak at colleges, clubs or business groups about careers, entrepreneurialism and the power of promotional products.
- Put on a promotional products "show-and-tell" at a local chamber of commerce, Rotary Club or business/professional group.
- Host a live webinar or social media event.
- Plan it, promote it and pull it off with panache!

DAY THREE ► REACH OUT FOR A GOOD CAUSE!

- Designate a day of service to support a local charity, school, the military, a homeless shelter, etc.
- Volunteer your time or donate promotional products.
- Do a "show floor round-up" and donate the leftover products.
- Raise awareness and money for a good cause!

DAY FOUR ► GET ON YOUR SOAPBOX!

- Study up on PPAI's "Little Black Book" of industry data, and share our impact on the economy with legislators, politicians and government officials.
- Write letters, send emails, post blogs or leave online comments supporting our positive contributions.
- Honor a local official with an award ceremony, press release and media photo op. Request a city or state PPW! Week proclamation.
- Go to city hall or your state capital and share a display, hand out information and stump for our industry!

DAY FIVE ► THANK YOUR CUSTOMERS!

- Partner with other industry suppliers or regional associations and host a major customer appreciation day.
- Personalize products as thank you gifts.
- Send handwritten thank-you notes, hand-delivered themed baskets or unique promotional packages.
- Distribute the fact book and promotional product kits to local media!
- Celebrate with a cake, hire a band, serve refreshments—distribute (what else?) promotional products!



*Celebrate...
...promotional products
professionals &
the vital role you play
in all aspects of
advertising, marketing
& in business.*

TIPS FOR A SUCCESSFUL WEEK

CREATE THE RIGHT ATMOSPHERE

Decorate your office and the entire facility with Get In Touch! POP! posters, banners and balloons created for Promotional Products Work! Week. Hang posters and banners early to generate excitement for the celebration to come.

HOST FESTIVE GATHERINGS

Open houses, tours, lunch-and-learns and receptions are a great way to gather your customers, clients, local officials, distributors and buyers, suppliers and multiline reps together and show them that you appreciate their business and support. Start the week with a kick-off breakfast. Invite senior management to discuss the role promotional products and the industry at-large play in creating solutions and success in your community, state, nation and around the world. Then, wrap up the week by hosting a special lunch or dinner.

COORDINATE YOUR MATERIALS

To create an effective event, coordinate all your materials. Use the official Promotional Products Work! Week Get In Touch! POP! campaign colors for your decorations. Use color-coordinated paper products for all your collateral and products. Give gifts imprinted with your logo and the official Get In Touch! POP! or Promotional Products Work! logo. And, of course, those gifts should be in color-coordinated gift bags.

GET ON YOUR SOAPBOX

This is the perfect time to let everyone know about the promotional products industry, your company and the impact you have on the economy, jobs and the community. Share information from the PPAI "Little Black Book" on the positive effects of the promotional products industry has on your state and the U.S.

ACKNOWLEDGE SUPPORTERS

Award Certificates of Appreciation, Legislator Awards and small commemorative gifts, like a product from your premier product line, to those unsung heroes from the halls of government who make a great effort to support your business.

LEVERAGE THE THEMED DAYS

The key is to use the theme in your outreach, messaging, activities and products.

EDUCATE

Organize lunch-and-learn sessions to present new and trending products. Use PPAI research to make your case and ADvocate™ for the industry. Present your case at business and community group meetings, and at college marketing classes. And because it's a special week, start each session with an icebreaker like Pick Your Pocket/Pocketbook where participants look for promotional products in their purses, pockets, etc. Then, hand out Get In Touch! POP! or Promotional Products Work! Week products imprinted with your logo and a research fact on the effectiveness of promotional products.

THANK YOUR CUSTOMERS

Send handwritten thank-you cards to each of your customers. For maximum impact, include a personalized product or gift imprinted with their name and/or logo.



*The entire industry...
to increase awareness,
build business,
promote loyalty,
gain exposure,
show pride and
most importantly,
unite...*

FAQS

WHAT IS PROMOTIONAL PRODUCTS WORK! WEEK?

#PPWWeek is all about building—and promoting—your business. This annual event serves as a cornerstone for recognizing the importance of working with promotional products professionals while creating awareness for promotional products as a powerful and effective medium.

WHY SHOULD YOU PARTICIPATE?

Promotional Products Work! Week provides a unique opportunity for promotional products professionals and companies around the globe to join in a celebration of the important role promotional products and skilled industry professionals like you play in all aspects of advertising, marketing and business.

The five core goals of Promotional Products Work! Week are:

- ▶ Increase awareness
- ▶ Build business
- ▶ Promote loyalty
- ▶ Gain exposure
- ▶ Unite the industry

WHO CELEBRATES PROMOTIONAL PRODUCTS WORK! WEEK?

Each year, thousands of companies across the United States and around the world are encouraged to celebrate Promotional Products Work! Week. They represent distributors, suppliers, multiline representatives, business services providers and regional associations.

HOW DO I CELEBRATE PROMOTIONAL PRODUCTS WORK! WEEK?

Different organizations will celebrate in different ways, with everything from elaborate weeklong events to simple cake and coffee meet-and-greets. Refer to and check back at ppai.org/ppweek for ideas, tips, resources and tools for a successful event and week.

NOTE: *Send us your Promotional Products Work! Week success stories, videos and pics. Tag us @PPAI_HQ and @PPAI.HQ, use hashtag @PowerOfPromo or #GetInTouch! and we'll share them on our social media pages. Be sure to follow all the action on the Promotional Products Work Facebook and @PromoProductsWk Twitter pages. Contact PPAI for more ideas and make Promotional Products Work! Week work for you!*



PPW! WEEK BACKGROUND

Promotional Products Work! Week is all about building and promoting your business.

The Promotional Products Work! Week and Get In Touch! POP! campaigns are promotional products industry event advocacy and engagement strategies aimed at demonstrating the effectiveness of promotional products.

Promotional Products Work! Week, founded by Promotional Products Association International (PPAI), is an industry-wide event dedicated to demonstrating the importance of promotional products as an effective advertising medium and communications tool, as well as working with promotional products experts to design and implement creative and successful campaigns. To be celebrated annually, the week-long event is designed for the entire industry – large and small companies, regional associations, distributors and suppliers, business services providers and multiline representatives – to get behind an industry-wide movement in support of demonstrating the power, value and effectiveness of promotional products.

Promotional Products Work! Week Goals

- ▶ Ensure that the promotional products industry remains vibrant and dynamic
- ▶ Empower promotional products professionals to educate current and prospective clients and communities about the power of promotional products
- ▶ Work with regional associations to energize and localize campaign penetration into all markets
- ▶ Recognize businesses that creatively use promotional products in successful marketing communications campaigns
- ▶ Reach national and local legislators to share the strength of the industry and its impact on the U.S. and global economies
- ▶ Inform, educate and recruit future marketers at schools and universities
- ▶ Unite the industry, boost morale and motivation
- ▶ Raise awareness, educate, inform and recognize
- ▶ Increase the use of promotional products

Promotional Products Work! Week and the Get In Touch! POP! campaign is designed to reach key audiences and feature a variety of activities such as: open houses, factory tours and hospitality events; new client prospecting and lead generation; ADvocate day focusing on community, colleges and business groups; legislative action and advocacy and customer appreciation.

Businesses, now more than ever, can look to promotional products as the most cost-effective way to reach a targeted audience in a tangible, long-lasting and memorable manner. In fact, 88 percent of people can recall the company and brand on their promotional product and 59 percent have a favorable impression of the advertiser, while 83 percent of people like promotional products and 47 percent keep them for one year or longer.

PPAI invites the entire industry to join in the celebration and raise awareness by supporting the Get In Touch! POP! campaign during Promotional Products Work! Week in support of the viability, visibility, credibility and community of the promotional products industry.



Gain strength by positioning ourselves as a mainstream advertising medium, rather than a 'product' or 'giveaway'.

BE BOLD! THINK BIG!

TO GET STARTED
GET THE TOOLKIT ► GET INVOLVED



VISIT or CALL:

www.ppai.org/ppweek

888.I.AM.PPAI (426.7724)

About PPAI

Promotional Products Association International is the world's largest and oldest international not-for-profit promotional products association with a 115-year history of serving a membership that has grown to more than 15,000 corporate members; and advocating for the \$22 billion promotional products industry with its more than 40,500 businesses and more than 500,000 professionals. For more information about PPAI or *Promotional Products Work! Week*, visit www.ppai.org/ppweek or call 1-888-I-AM-PPAI (426-7724).