

Professional Certification Credits/Points for The Motivation Show 3rd Annual Conference: Engineering Engagement

Professional Certification	Definition of Credits
<p>MAS – Master Advertising Specialist CAS - Certified Advertising Specialist</p> <p>Promotional Products Association International www.ppai.org</p>	<p>Pre-approved Sessions for MAS points:</p> <ol style="list-style-type: none"> 1. <u>Session TPC21</u>: Principles of Results-based Incentive Program Design Workshop for Promotional Consultants – MAS 1 point 2. <u>Session TPC31</u>: “Campaign in a Box”: How to Pack a Punch with Integrated Marketing – MAS 1 point <p>Pre-approved Sessions for CAS points:</p> <ol style="list-style-type: none"> 1. <u>Session TPC11</u>: Intro to Selling Incentives, 9/24, 10am – CAS 1 point 2. <u>Session WPC11</u>: Peer-to-Peer Panel: Make a Client for Live: Using Promotional Products to Develop Client Relationships & Show ROI – CAS 1 point 3. <u>Session WPC21</u>: Slaying the Myths: What You Need to Know About Selling Retail Brands – CAS 1 point 4. <u>Session WPC31</u>: “Get in the Game” of Selling Incentives for Promotional Consultants – CAS 1 point <p>Note: All pre-approved sessions above are part of the Promotional Consultants Track</p> <p>Additional Sessions: Classes from the Employee Engagement, Meeting & Incentive Travel and Customer Loyalty tracks may qualify for MAS/CAS certification points. Points will be assigned upon submission for approval and processing. Attendees are responsible for submitting classes and applicable processing fees to have the points posted to their transcript. Verification and the list of classes attended will be provided by The Motivation Show to attendees upon request.</p>
<p>CPIM – Certified Professional of Incentive Management</p> <p>Incentive Marketing Association www.incentivemarketing.org</p>	<p>CPIM Points Earned:</p> <ol style="list-style-type: none"> 1. Attendance at The Motivation Show: 2 points per show 2. Participation in incentive field seminars: 3 points per seminar (List sponsoring group seminar title(s) and date(s))
<p>CMP - Certified Meeting Professional</p> <p>Convention Industry Council www.conventionindustry.org</p>	<p>CEUs Earned: .125 CEUs per session (contact CIC for additional information)</p>
<p>CRP - Certified Recognition Professional – RECERTIFICATION</p> <p>Recognition Professionals International www.recognition.org</p>	<p>CRP Recertification Point Values:</p> <ol style="list-style-type: none"> 1. Professional Activities: 5 points each <ul style="list-style-type: none"> • Deliver recognition training • Present at an educational event 2. Professional Development <ul style="list-style-type: none"> • Motivation Show attendance: 1 point per day