

PPAI Launches Industry Intern Education Program

IRVING, Texas, (May 31, 2018) – **Promotional Products Association International** (PPAI; ppai.org), the not-for-profit association for more than 500,000 industry professionals and more than 15,000 corporate members of the \$23.3 billion promotional products industry, today announced its new Intern Education Program for member companies seeking to cultivate the next generation of promotional professionals and showcase the exciting careers the promotional products industry has to offer.

“The PPAI Intern Education Program is a key part of PPAI’s strategic plan to engage its membership in transforming the promotional products industry,” said Paul Bellantone, CAE, PPAI president and CEO. “The industry is growing, and our future success requires recruiting and developing the next generation of promotional professionals, today.”

The PPAI Intern Education Program is a great opportunity for industry companies to provide hands-on experience and marketable job skills to interns, as well as professional certification credits if participants choose to continue in the promotional products industry.

The program provides immersive coursework and the tools necessary to assure the best quality experience and education about the promotional products industry for companies and interns. The program includes an industry boot camp to bring interns up to speed on industry basics; a library of webinars designed for newcomers to the industry; access to SAGE Total Access online research and business management tools, including SAGE Online, SAGE Mobile and SAGE Web; and Promo Connect, an online networking community for PPAI members.

The Intern Education Program also provides resources for member companies who are interested in starting an internship program. This program is available year-round, and member companies and interns are supported by PPAI’s Professional Development team.

More details about this program, including employer resources, are available on PPAI’s website: www.ppai.org/InternEducation.

About PPAI

Founded in 1903, the Promotional Products Association International (PPAI; ppai.org) is the world’s largest and oldest not-for-profit association serving more than 15,000 corporate members of the \$23.3 billion promotional products industry which is comprised of more than 40,500 businesses and a workforce of more than 500,000 professionals. PPAI represents the industry in Washington, D.C., and advocates on its behalf. PPAI operates The PPAI Expo, the industry’s largest trade show; provides the leading promotional products safety and compliance program, a prestigious professional development and certification program; and publishes industry trade journals and publications. The multibillion-dollar industry includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. For more information, visit PPAI.org and find us on Twitter @PPAI_HQ, Facebook, Instagram, YouTube and Pinterest.

###