



Ohio Division  
Image Committee  
**Your Partner For Success**

**IAAP GOES PUBLIC!!**

**Infomercial**  
**Business Commercial**  
**YOU are IAAP**



“What?”

“You want ME to advertise for IAAP?”

**YES! It is quite simple...**

- Create a 60- to 90-second message designed to solicit a specific direct response from your listeners. (Make them want to be a part of IAAP!!)
- Capture attention with a catchy phrase, then give basic information in a conversational way and let them know what IAAP is and what it has done for you.
- Move from table to table at a meeting and repeat your 60- to 90-second infomercial about IAAP...a networking jewel!
- Share and distribute business cards and brochures. (**TOP PRIORITY!**)
- Emphasize – and use – the power of the Internet by directing them to your Chapter, Division, and the International Web site.
- There is no substitute for connecting with others one-on-one.
- **Guaranteed! You will see networking taken to a new level.**

*Capture their attention...*

- ◆ **IAAP – Professionalism Personified!**
- ◆ **Fan the clan – join IAAP!**
- ◆ **Be the best you can be – join IAAP!**
- ◆ **I’m An Administrative Professional**  
– a member of the **Int’l Association of Administrative Professionals-IAAP!**

“...here is my business card and a current chapter brochure. I joined IAAP because I wanted to be the best I could be in my profession. With unity, professionalism and involvement the core of IAAP, why wouldn’t I want to be a part of this organization? You will notice our chapter Web address on my card and the brochure. Explore and learn about us...you will also find links to Ohio Division and Int’l, where you can browse and learn more about IAAP, the CAP certification, education opportunities, leadership and participation at all levels. IAAP branches in diverse directions and you can be as involved as much as you desire. Come to a chapter meeting and find out if IAAP is for YOU!”



Send your ideas to the email address listed here, >>> or contact any of these Committee members.

**Ohio Division Image Committee**

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