

Pre-PETS & Introducing Licensed Vendors:

Combating the World's Best Kept Secret!

Agenda:

- I never knew this stuff existed!!!
 - Introducing Licensed Vendors to the PE's
- A guy in my Club does that (using Unlicensed Vendors)
 - Why this is absolutely NOT okay
- Licensed Vendors are a Resource NOT just a Commodity
 - Maximizing PE's time w/ Licensed Vendors & PETS
 - Maximizing Club Visibility/Marketing
- Breaking the Cycle (1) - Marketing Rotary to Your Club
 - Sharing the importance and availability of the Rotary Brand both Visual and Voice
- Breaking the Cycle (2) - Marketing Rotary to Your Community
 - Introducing Rotary to your community and fellow Leaders

I never knew this stuff existed:

- A great deal of PE's are unaware that Rotary Products exist let alone that there Licensed Vendors that provide them
- Let the PE's know there are Full Service Licensed Vendors available to handle all of their needs:
 - Year-End Awards & Recognition Supplies
 - Guest Speaker Gifts
 - Lapel Pins, Name Badge, Banners, and all other Club Supplies
 - Event & Conference Marketing Items
 - Custom Items

A Guy in My Club Does That (Using Unlicensed Vendors):

- Why Using Unlicensed Vendors is Absolutely NOT Okay
 - Min of 10% of Licensed Vendors' Sales goes back to RI
 - With the New Branding Guidelines, the rules/regs have been changing rapidly and most people do NOT know them, even if they think they do.
 - ALL of our items have been approved by RI
 - We are Full Service Providers and warehouse thousands of approved Rotary Emblem Merchandise Items from Lapel Pins to Pop-Up Canopies.

Resource NOT Just a Commodity:

- We are at PETS for several days and want the PE's to take FULL advantage of their access to us:
 - Planning for their year
 - Obtaining/Planning their YE Awards, Gifts & Recognition Items
 - Marketing their Projects/Events
 - This is what we do for a living. Use us to generate ideas and not just provide products!!!

Breaking the Cycle (1) - Marketing Rotary to Your Club:

- Dedicate 1 to 2 Club Meetings to Rotary Identity Education both Visual and Voice
- Educate Your Club about Licensed Vendors and the Availability of Rotary Emblem Merchandise

Breaking the Cycle (2) - Marketing Rotary to Your Community:

- Projects/Event Marketing
 - Visual Awareness and Marketing - Do NOT Be Out of Sight Out of Mind
- Todd Beveridge
 - Highly educated, well connected, active in the community but unaware about what any of the Clubs in his area do, stand for, or how to join.
- My Club
 - Embracing the youth movement, Technology/Social Media, & Club Identity Self-Awareness but failing to spread awareness to the community and neighbors.

Thank you for allowing us to be a part of this event as well as a part of each of your individual PETS events!