



## **STANDARDS and PRESENTER GUIDELINES**

Unless specifically designated, PPAI programs are non-commercial forums. Individuals are to refrain from the use of brand names and specific product endorsements. Under no circumstances shall the PPAI podium be used as a place for direct promotion of a presenter's product, service or monetary self-interest.

Selling from the podium is defined as:

- Making a sales transaction.
- Using your session to develop a mailing list.
- Distributing price lists.
- Encouraging participants to contact the presenter by telling session attendees how the presenter can be reached and/or discussing fees.
- Discounting others' views, models or products in the session.
- Including company literature or personal biographies in presenter handouts and/or distributing company materials or products during a PPAI education session.

Presenters must refrain from overt statements or offensive humor, which would disparage the dignity of any individual or group. Following are some non-discriminatory presentation guidelines:

- Use non-discriminatory words in verbal and written communications. Review your material and substitute asexual words such as sales representative or sales person instead of salesman. Refrain from using labels (e.g., referring to women as "girls"). Eliminate sexist language in your handouts (i.e., replace masculine pronouns with he or she, or reword sentences or phrases).
- If you encourage audience participation, acknowledge and give equal opportunity for contribution.
- Avoid discriminatory jokes (e.g., belittling a person's sex, race or age, or perpetuating a stereotype).
- Introduce panel members in a non-sexist manner. Ask panelists how they wish to be presented. Avoid references to personal/physical attributes. Acknowledge professional positions, skills and contributions to the industry. Be consistent in the use of names and titles, giving the same type of information and level of formality for each. As an example: "Ms. Mary Jones, Vice President of ABC Presentations, and Mr. John Smith, Sales Manager of Smith & Associates, will join us today."

- Avoid visual aids that show people in stereotypical roles. Regardless of sex, race, age groups, etc., present individuals without bias.

### **Intellectual Property**

Presenters must fully disclose all intellectual property utilized within handout materials and during course instruction. This is to protect intellectual property rights such as copyright, ownership, faculty compensation, and utilization of revenue derived from creation, production, and use for professional development programs.

Contact PPAI's Professional Development Staff with any questions regarding to these guidelines.