

WINTER 2019

amplify

4imprint®

Promotional products.

Remarkable results.

Build a better network

Putting people first

How one company used employee recognition gifts to engage staff

19

A promotional slam dunk

Sports giveaways that'll make you the game's winning playmaker

25

4imprint®

Talk about a brand.

When ESPN® Louisville wants to attract sports fans to join them for a college basketball watch party, they call it “Play Hooky with ESPN Louisville at 4th Street Live!”. The event name immediately creates an emotion. Basketball fans know they’ll be surrounded by others who want to have fun and enjoy the game.



Kevin,
with 4imprint
28 years

Bottom line: The events work. Last year’s basketball tourney watch party attracted more than 1,500 fans and listeners. And, the ESPN Louisville crew made sure that everyone went home with something to remember the event.

That’s the same approach networking events planners use when putting together events. In our cover story, we talk with two who specialize in connecting professionals with others who can help them. They say branded giveaways help ensure attendees are reminded of that connection again and again.

Like the events planners, the ESPN Louisville team learned promotional products also take on a secondary life. Giveaways act as

billboards for the next event, with their own built-in brand ambassador.

When a fan tells the story about that event, others want in on the fun. That’s the reason branded events are such a powerful marketing tool. They create an emotional connection between your organization and the people who attend.

That’s always one you can put in the win column.

Happy branding!

A handwritten signature in blue ink, appearing to read "Kevin".

Kevin Lyons-Tarr, CEO, 4imprint



PS – If you have a great branding story we could share in a future issue of amplify, email ideas@4imprint.com with details!

CONTRIBUTORS

4

OVERHEARD

5

Promotional notebooks and
branded padfolios

COVER STORY

7

Build a better network

PRODUCT HIGHLIGHT

14

Journey in comfort

LASTING IMPRESSIONS

19

Putting people first

SWAG MASTER

24

Take a page from this
Swag Master's handbook

TREND

25

A promotional slam dunk

REMARKABLE MOMENT

30

Rescue dogs shine

amplify[®]

Promotional products. Remarkable results.

4imprint[®]

amplify[®] offers an unmatched glimpse into real-life ways you can use promotional products to gain remarkable results.

We'd love to hear your feedback! Please send questions, comments or concerns to 4ideas@4imprint.com.



Looking to build your business network? Our cover story guides you through the process making professional connections online and in-person.

Meet this month's featured contributors



Suzanne Worwood
Senior VP Merchandising
4imprint

Whether jetting internationally or making a local trek, get tips from Suzanne in the [Product Highlight](#) story on which promotional items will provide comfort, convenience and peace of mind while traveling—things customers and employees are sure to appreciate. Suzanne has been with 4imprint since 2000.



Cheryl Sina
one by one® Coordinator
4imprint

In this issue, Cheryl gives you a sneak peek into a [Remarkable Moment](#) at Woofstock 90210. This event was a great way for the Old English Sheepdog Rescue of Southern CA, Inc. to celebrate 25 years of rescuing pets. There was fun, fur and of course—fantastic swag! Cheryl has been with 4imprint 20 years and coordinates 4imprint's *one by one*® program.



Erika Ferguson
Social Media Manager
4imprint

Erika coordinates 4imprint's social media communities. She compiled content posted online by customers showcasing their noteworthy items. See the promotional notebooks and branded padfolios that earned them #SwaggingRights in the [Overheard](#) story. Erika has been with 4imprint 12 years.



You!

Customers shared images online of branded notebooks, notepads and padfolios that were definitely noteworthy! Their #SwaggingRights shout-outs were [Overheard](#) and featured here in amplify.

#SwaggingRights

Noteworthy promotional notebooks and branded padfolios



mbltechnologies

MBL Technologies Inc.

Hey, @4imprint! We LOVE our zippered padfolios! Thanks for giving us #SwaggingRights



4

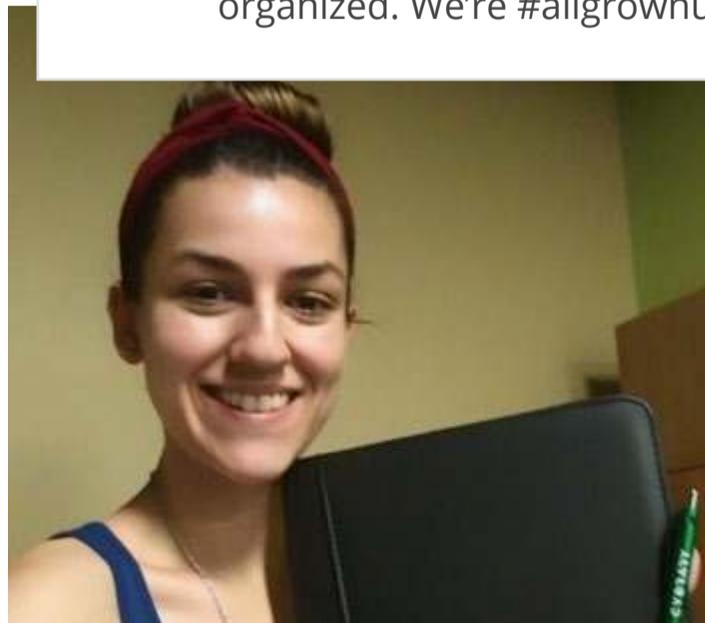
Deste

Our clients love this journal and the multi-functional use! Definitely on our list of repeat purchases. :)



Tatianna

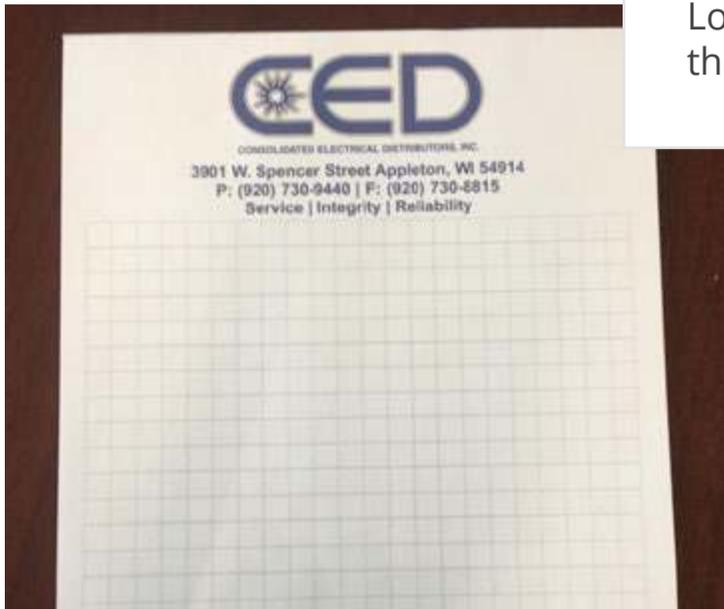
#SwaggingRights with @4imprint and our awesome padfolios at #Cybrary. The team loves them for client meetings and staying organized. We're #allgrownup





Nick

Love our new pads of paper. Got our name on the top of every contractors order list/notes.



Lauren

We are loving our new pens and Journals! BEST SWAG EVER!!



Brian McCann

Sweet swag for #SLA2018. #SwaggingRights



Shannon Guzman

Love our new journal and pen we had made with 4imprint! #swaggingrights #sri #strategicrenewal



Get more ideas for notepads with logos, promotional notebooks and branded padfolios from these Pinterest boards!



Build a better network

By Joshua Grover-David Patterson

Networking gifts prove to be a valuable link in creating connections





Sharon Markowitz goes out of her way to make every networking meeting she hosts memorable.

Markowitz, the manager for the [Law Offices of Aaron Katsman](#) in Valley Stream, N.Y., hosts several networking events each year, building each gathering around a theme and pairing them with special networking gifts.

“Last March we did a basketball playoff networking event, and I gave out a lot of items with a basketball theme,” she said. Among the unique business giveaways they passed out were branded [orange basketball-shaped stress relievers](#) and [basketball-themed fidget spinners](#).

Swish—nothin’ but personalized basketball PromoSpinners!



Stress Reliever - Basketball



Shaped PromoSpinner - Basketball

But the gatherings aren't just known for their cool swag. Because her firm specializes in real estate law, the networking events are designed to help local real estate professionals make connections and build long-term business relationships.

“We’ve gotten business from a number of attendees who need our services, while also assisting our guests to form partnerships with each other,” Markowitz said.

“The feedback I receive after each event clearly indicates that this is exactly what happens.”

The best kind of networking is all about building these kinds of relationships. Or, as noted in [Forbes®](#), “Networking is 9 to 5; relationships are forever.”

Benefits of networking

Every business can benefit from networking—and creating relationships. And yet, [one out of four professionals](#) currently doesn't network at all. And [41 percent of people](#) want to network more but don't have time to do so.

That's unfortunate, because networking has a [number of benefits](#):



1 out of 4 professionals
currently do not network at all.



MEET PEOPLE ONLINE

If you're trying to build or increase your business network, [social media is an excellent place to start](#). According to [Entrepreneur](#), the best way to start networking is by learning where your connections spend their time on social media. For example, [97 percent of B2B companies](#) use LinkedIn for their content marketing. They also use the platform to share their expertise and build relationships with other companies.

Spa consultant Julie Pankey is a big believer in networks—both online and in person. “I’ve been in this business for 26 years now,” Pankey said. “My first job was opening a new spa. My boss said, ‘I want you to get this spa to \$2 million in five years.’ I realized I couldn’t do it alone,

but I had a network of spa masters across the country who could and would help me.”

Today, Pankey is a managing partner of [JMPankey Partners](#), a group of spa consultants. She’s also a founder of [SpaHive](#), a private online community for spa professionals that holds in-person networking events multiple times per year.

“A lot of people are in the same situation I was in when I felt like I had no one to turn to and no one to ask questions to,” Pankey said about creating SpaHive. “This community and these events bring together a group of peers, creating a network of people who are there for each other and are there to help each other succeed.”

Once you’ve made the decision to get more social online, it’s time to start [sharing and conversing](#):

 Share relevant, timely content on your page to generate conversations with your network.

 Post thoughts that show thought leadership and cause other businesses to seek you out.

 Seek out and follow businesses that are relevant to yours. This will also help you keep on top of coming changes to your industry.

 Depending on the platform, you can also join relevant groups and answer questions posed by other people.

GET OUT AND MEET PEOPLE

While online networking can help you build relationships—and your business—getting out of the office can be an even better way to help your network grow. In fact, [nearly 100 percent of people](#) feel face-to-face meetings are necessary for long-term business relationships.

Fundera® suggests three ways you can get out and network:

1 Join an organization

Organizations can range from very casual to business-focused, with [varied participation requirements](#):

Casual contact networks

 These groups are usually made up of professionals networking regardless of the industry. They generally meet once a month to mingle.

Strong contact networks

 These networks are often much more dedicated to finding work for people within the group, often meeting once a week to discuss strategy.

Community service clubs

 Although not focused on business, these groups can bring professionals together in a more casual way and lead to important business connections.

Professional associations

 These groups are generally not about drumming up business, but about solving problems and discussing changes in a specific industry.



Nearly 100 percent

of people feel face-to-face meetings are necessary for long-term business relationships.





2 Attend conferences

Conferences can provide the opportunity to network with people across the country—or around the world. Conferences offer the opportunity to connect with major influencers, see speakers and engage in learning opportunities, all while allowing you to expand your network exponentially.

3 Host events

Much like the Law Offices of Aaron Katsman, hosting an event can accomplish many goals, including building your network and keeping your business top of mind.

Pankey has also seen how networking events have helped professionals form business relationships they might not have otherwise been able to build. Though she describes her events as “non-salesy,” her gatherings give spa decision makers access to vendors they might not otherwise have been able to get.

Pankey’s events also give her the opportunity to hand out networking gifts that get long-term use and keep her organization top of mind. To accomplish these goals, she chooses a practical item, like a [padfolio](#).



Links Zippered Portfolio

Make their lives a bit easier with this classy organizer.

Make the most of your networking time

If you're looking to improve your networking skills, [PRNews](#) offers simple steps to help you make industry connections:

Come prepared with objectives.

■ ■ ■ Know what you want to get out of the event. Going in with a plan will help you build the right connections.

Practice your networking skills.

💬 If you're new to networking, practice introducing yourself to people. And when you go to networking events, carry an interesting book or another accessory to make it easy for people to ask questions to break the ice.

Follow up.

@ Drop an email or connect on social media with those you meet. At one Aaron Katsman law office event, Markowitz gave away an overnight bag, complete with a brown teddy bear. "We raffled it away as part



Big Paw Bear

of a gift basket," she said. "And then we asked the winner to pick it up at our offices, so they got a nice prize, and we got to spend some time getting to know each other better."

A better network is key to a better business

There are several ways you can build your business network with the help of networking gifts to keep you top of mind. Here's to creating an amazing network! [4](#)

At your next networking event, ditch the business card and try something new!



Slim Pocket Multi-Tool



Soft Touch Round Lip Balm



Fortune Cookie

Your contact information and a fun message can go on anything!



PRODUCT HIGHLIGHT

Journey in comfort

By Suzanne Worwood

First-class travel swag to help
customers navigate with ease

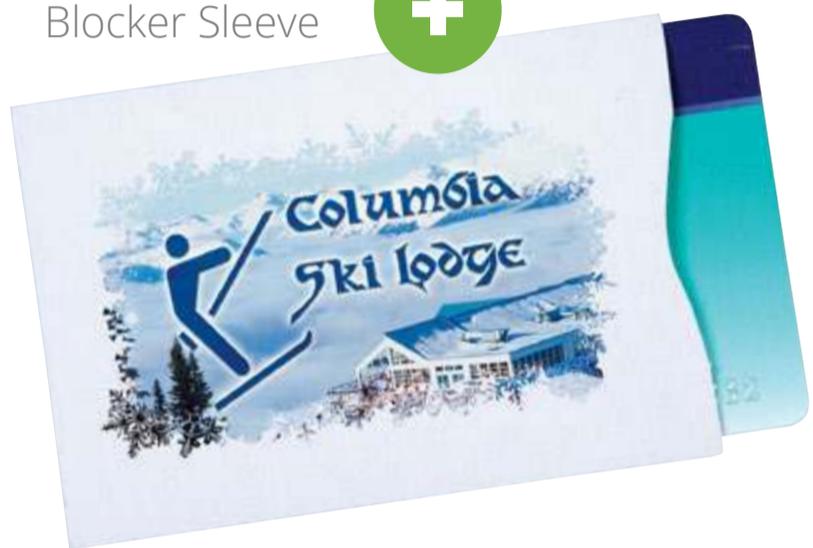


Whether jetting internationally or making a local trek, these travel-swap ideas are sure to make your customer's next business trip even better. Our featured lineup is all about comfort, convenience and peace of mind—things customers and employees are sure to appreciate.

Gifts for safe travels

RFID technology keeps travelers' personal information secure while on the go. The [RFID Credit Card Blocker Sleeve](#) safely stores a credit card, driver's license or both. This [High Line RFID Card Wallet](#) holds an ID, passport, credit cards and cash.

RFID Credit Card Blocker Sleeve



High Line RFID Card Wallet

Protect personal info and promote your brand!

For those who don't carry a wallet or purse, the [Kanga RFID Cellphone Wallet](#) offers RFID-blocking protection for five or more cards—and it conveniently adheres to the back of their phone.



Kanga RFID Cellphone Wallet

This packable jacket is convenient to carry and quick to put on.

Must-have travel gear

Weather conditions can be unpredictable. And no road warrior wants to lug a heavy jacket. The **Cutter & Buck® Rainier Packable Jacket** is available in both men's and ladies' styles. This lightweight, wind- and water-resistant jacket easily folds up into its own pocket for easy carrying, making it a perfect business travel gift.



Cutter & Buck Rainier Packable Jacket

Bags that multi-task

For travelers wishing to make the most of their airtime, the **elleven Arc 15" Laptop Backpack** safely houses multiple electronics and includes RFID-blocking technology to help protect their personal information. This bag also has a built-in USB port for easy charging.

elleven Arc 15" Laptop Backpack



Easily converts to a backpack!



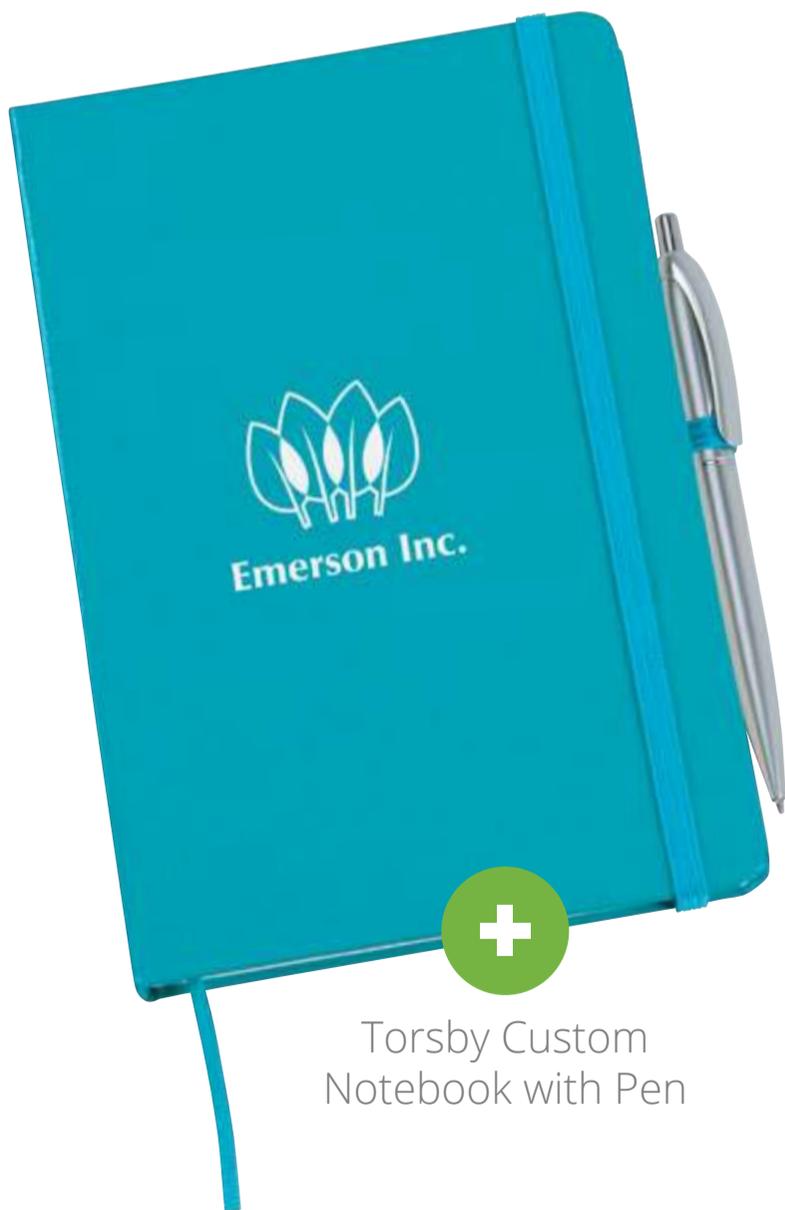
Heritage Supply Highline Convertible Duffel

Looking for a multifunctional bag? The **Heritage Supply Highline Convertible Duffel** is a great choice. It easily converts from a duffel bag to a backpack, making it the perfect carry-on bag. And later it can become a convenient backpack for jetting around town.



Travel swag at their leisure

Your brand will keep travelers from the monotony of a long flight by encouraging creativity. The [Torsby Custom Notebook with Pen](#), perfect for doodling or jotting notes, makes a stunning business travel gift. This notebook is a great way to show appreciation to your traveling team or offer thanks to visiting customers.



Torsby Custom Notebook with Pen



h2go[®] Houston Vacuum Bottle

A growing number of travelers are carrying water bottles with them. Keep your logo by their side with the [h2go[®] Houston Vacuum Bottle](#), which comes in eight colors. Dual-wall insulation helps prevent condensation from forming on the exterior and soaking carry-on contents.

Custom vacuum-insulated bottles with your logo!

Business travel gifts with a charge

On-the-go travelers who find themselves less than fully charged at the gate will be grateful when you power them on the move. The **Velocity Charging Tech Kit** contains a USB car charger, USB wall adapter and 3-in-1 charging cable so they can power up no matter where they are.

The **Mega Power Bank** comes to the rescue when they need to power up their phone and iPad® at the same time. The **4-Port USB Folding Wall Charge** powers multiple devices at once, is lightweight, portable and perfect for use at hotels, airports and more.



Mega Power Bank



4-Port USB Folding Wall Charge



Velocity Charging Tech Kit



Create a custom charging station!

We hope these travel swag ideas get your employees and customers to their destinations with ease. Here's to a great trip! 4



LASTING IMPRESSIONS

Putting people first

By Joshua Grover-David Patterson

How one company used employee
recognition gifts to engage staff



Good work deserves recognition. Sometimes with a thank-you note. Sometimes with a special shout-out in a team meeting. And sometimes with an opportunity to toot your own horn—or bang a gong.

“Billtrust ‘gonging’ began in 2012 when our CEO, Flint Lane, purchased our first gong for our headquarters in New Jersey,” said Administrative Assistant Tiffany Modeste. “The gong is meant to recognize great performers throughout the company for a job well done or for going above and beyond what’s expected.”

The gong is just one of [Billtrust’s](#) methods of showing employees appreciation. They also use internal “money” and an online store to let employees know just how much they’re valued.

A warm and cozy way to thank employees and promote your business!

Columbia Full-Zip Fleece Jacket



“We have Billtrust dollars, which we call ‘BT Bucks’,” Modeste said. “They’re given to employees, and the employees can use them to buy Billtrust-branded swag in our online store.” Employee recognition gift options include a [Columbia® Full-Zip Fleece Jacket](#).

The results of the recognition program speak for themselves. Billtrust attributes its recognition program to winning a Best Places to Work NJ award four consecutive years and appearing on the Inc.® 5000 every year for the last decade.

Employee recognition gift options include a Columbia Full-Zip Fleece Jacket.



Appreciation = engagement

Study after study shows what Billtrust already knows: appreciating your employees is good for morale, good for productivity and good for your bottom line.

According to the [Society for Human Resource Management \(SHRM\)](#), “Seventy-nine percent of employees say recognition makes them work harder, and 78 percent say recognition makes them more productive.” And that’s great for your business, because companies with engaged employees outperform those who don’t by 202 percent.

Companies with engaged employees
outperform those who don’t by
202 percent.



Choosing what to reward

Frequently, companies only award one achievement: tenure. In fact, [87 percent of recognition programs focus on this single area.](#)

But giving recognition only once every one, five or 10 years simply isn’t often enough to keep employees engaged.

Research shows employees should be praised at least once a week.

Source: www.inc.com

And while it’s also great to reward people who make the most sales or work the longest hours, that ignores a lot of opportunities for praise. After all, if employee recognition items are only used to recognize the “winners,” the people who are doing their best to improve may never get a chance to shine.

Finding new reasons to reward employees



Assisted someone with a major project without being asked



Is working hard to improve, whether it's making a lot of sales calls or spending extra time focusing on a process they're having trouble learning



Lives your company's values, by giving exceptional customer service or taking good care of the environment



Took on a leadership role when no one else stepped up



Covers someone's workload during a vacation or family leave

At Billtrust, managers take every opportunity to let employees know their work is appreciated. “Managers and supervisors have BT Bucks that they can hand out whenever they see an employee being remarkable—whether it’s for coordinating a project or just offering a helping hand to a coworker,” Modeste said.

Billtrust goes so far as to make minor alterations to their reward system to call out the values they want to encourage. “In the past, during Breast Cancer Awareness month, we printed pink versions of our BT Bucks and handed them out to anyone who wore pink,” Modeste said.

You can do something similar in your own office by handing out [awareness pins](#) for an office cause and offering employee recognition gifts or donation matches to people who wear them on a certain day.



Awareness Ribbon with Pin



80 percent of millennials prefer on-the-spot recognition over formal reviews.



How best to recognize employees

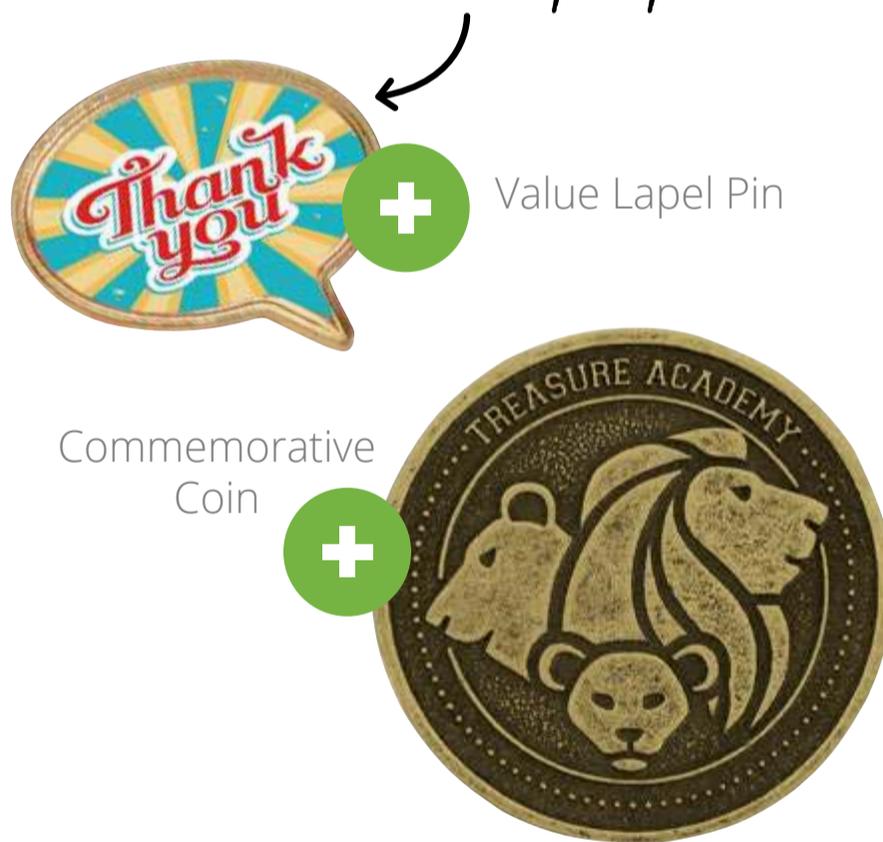
When you have a good reason to praise an employee, it's almost always best to do so immediately and publicly. In fact, 80 percent of millennials prefer **on-the-spot recognition** over formal reviews.

That said, be sure to make every attempt to **recognize employees** in a way that makes them feel comfortable. While some people enjoy having their accomplishments announced on social media, others would prefer a private email. But if the employee is comfortable with public recognition, doing so **is always to your benefit**.

When it comes to major recognition, Billtrust goes all out. "Not only does an employee get to hit the gong, but they also get recognized in a post detailing their accomplishment on the company's internal social media page, receive BT Bucks to spend in the company's online store and receive a 'CONGRATULATIONS YOU'VE JUST BEEN GONGED' lapel pin to

show off on their company pennant," Modeste said. **Lapel pins** and **challenge coins** are ideal **employee recognition items** to commemorate great work.

Give employees a shout out with custom lapel pins!



"At Billtrust, it's all about our people," Modeste said. By pairing that value with employee recognition gifts and a gong, Billtrust has become a thriving, award-winning workplace. **4**



Take a page from this Swag Master's handbook

The promotional pens used at One in a Mil's (OIAM) book launch elevated their #SwaggingRights status to Swag Master.

What makes a Swag Master?
Check it out ...



★ Color coordination

The color selected for the pens was on-point with the book and the OIAM brand.

★ Practical use

Authors of *Culture Driven Recruiting!* were able to autograph copies of the book and give the promotional pen to event attendees as an added piece of swag.

★ Perfect setting

The pen fit in perfectly with the chic atmosphere of the book launch. It was a subtle way to keep the focus on the book while also promoting the brand.

★ Budget friendly

Ordering the [Javelin Pen](#) was a great option for a promotional item that would achieve OIAM's goals without breaking the bank.

Javelin Pen



Promotional pens make great giveaways for book signings, seminars or networking events!

TREND

A promotional slam dunk

By Joshua Grover-David Patterson

Sports giveaways that'll make you
the game's winning playmaker





The Wisconsin Herd® had an inaugural basketball season that was nothing short of spectacular. The NBA® G-League® affiliate of the Milwaukee Bucks® recorded [a dozen sold-out games and sold 1,297 season tickets](#). Their secret? A combination of an excited fan base, theme nights and unique sports giveaways.

“We do multiple theme nights,” said Steve Brandes, president of business operations. “And our team works together to identify products that align with that theme.”

Sporting events are a big business. In the United States alone, sports fans spend [\\$56 billion per year](#). By comparison, the [most](#)

[money ever made](#) in a single year at the U.S. box office was \$11.4 billion. Yet, getting fans—more than family and friends of players—to sporting events is challenging.

So how do you convince sports fans to fill the seats at your event? [According to eventbrite®](#), people typically choose to attend live events for:

- Socializing and networking
- Promotions and giveaways
- Team spirit

With [69,240 fans attending their inaugural season](#), it’s clear that the Oshkosh, Wis.-based Herd knows what it takes to bring in a crowd.

Fans
spend

\$56 Billion

to attend sporting
events **annually**





Drawing fans in

The first challenge to fill seats at any event is getting fans in the door. It's a challenge that [radio affiliate ESPN® Louisville in Kentucky](#) takes on several times a year. The affiliate broadcasts major sporting events, including the NBA Finals, the World Series and the Kentucky Derby®, and hosts several local live events.

During the NCAA® March basketball tournament, the radio station holds a “Play Hooky with ESPN Louisville at 4th Street Live!” event at a local club. Using social media, they encourage people to come down to the club and hang out during the game. In addition to enjoying a great game with fellow sports fans, people are encouraged to fill out a basketball bracket. Everyone who does receives a special sports promotional items, like a T-shirt, can coolie or rally towel.

That simple incentive—plus the camaraderie with like-minded sports fans—drew people to the event.

“At least 1,500 fans and listeners came down to our entertainment district to cheer on the area teams,” said Phil Baker, Business Development/Marketing/Digital of ESPN Louisville. “The ESPN Louisville Pocket Coolies were a huge hit for everyone that showed up to 4th Street Live that filled out a bracket.”

Form your alliance with matching imprinted team gear!





Promotional items for the WIN!

The Wisconsin Herd used promotional products for sponsored nights in their inaugural season. See how these sports giveaways were a slam dunk!

WATCH VIDEO 

Making the big game better

Creative themes and unique sports giveaways help turn high-energy games into uniquely memorable events. That's a big win for everyone!

In some cases, the games themselves serve as a jumping off point for tie-in promotions. "When we played against the Greensboro Swarm® we handed out [flyswatters](#) that said 'swat the swarm,'" Brandes said.

A Star Wars® theme night became one of the Herd's most highly attended evenings. "Star Wars is a theme that everyone can get excited about, from young to old," Brandes said. "We gave [lightsabers](#) to everyone who came to the game. At one point we did a lights-out, all the lightsabers came on, and it was really cool.

We also did an on-screen intro designed to look just like the opening crawl in Star Wars. That got some 'whoas' from the audience."

The Star Wars night was so popular, Brandes decided to bring it back and bump it up a notch for the team's second season. The arena will be divided in half, with blue lightsabers offered to the "light" side of the arena and red lightsabers to the "dark" side of the arena. Throughout the night, the two sides will compete in a variety of in-game activities.



Saber Space Sword

Swat Fly Swatter

A themed giveaway is a fabulous way to build excitement around your brand!

Creating big memories brings people back

While themes and sports promotional items help make for an amazing sporting event, they also serve another function: encouraging fans to come back for the next one.

“We’re really just trying to connect with the fan and get them to come to a game,” Brandes said. “And then we hope they’ll keep using the promotional products, things that turn people into walking billboards, like [T-shirts](#).”



Hanes®
Tagless®
T-Shirt

“We provide the awesome game experience, but then the promotional products promote the top-of-mind experience after the game,” said Brandes.

And the products don’t just serve as billboards for future events. They can tell people about the sponsor, too. “I’ve had people see a shirt and say they didn’t even know there was a local ESPN radio station,” Baker said.

Great memories bring back the fans

Amp up your next sporting event with an engaging theme and unique sports giveaways. You’ll be sure to get a huge cheer from the crowd. [4](#)

Note: 4imprint is a sponsor of the Wisconsin Herd and ESPN Louisville.



Rescue dogs shine

Sheepdogs and their owners celebrate with custom swag bags

By Cheryl Sina

Old English Sheepdog Rescue of Southern CA, Inc. marked 25 years of celebrating rescued pets with a parade at 2018's Woofstock 90210. It was a chance for volunteers, vets and others to reunite with the rescued pets, who, along with their owners, received gifts in metallic silver custom swag bags.



Old English Sheepdog Rescue of Southern CA was a 4imprint *one by one*® promotional products grant recipient.

