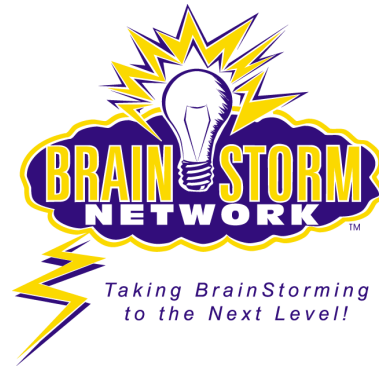
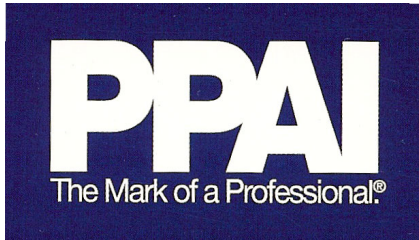


# BrainStorm Network Association Testimonial



## Outcomes/Focus of Work:

- ✎ Designed and facilitated a **customized Innovation Event** for the editorial staff of *Promotional Products Business*, *PC Today*, and *Promotional Consultant*.
- ✎ Worked with the 7-member team to enhance their internal **Story Development Process**.
- ✎ Generated **over 130 different feature story ideas** for new *Promotional Consultant* magazine using multiple idea-generation methods.
- ✎ Trained to use over 12 **StormBraining™ techniques** that can be used every day to generate profitable ideas for their team.
- ✎ Discovered **over 100 story ideas** for future Apparel supplements.
- ✎ BrainStormed **over 40 Titles** for *Annual Supplements and Future Articles*.
- ✎ Introduced team to award-winning **Human Dynamics™ Model**.



## References:

Tina Filipiski, Associate VP/Industry Rltns., PPAI  
(972) 258-3084

Lisa Horn, Editor, Promotional Products Business  
(972) 258-3061

PPAI is the world's largest not-for-profit trade association of promotional products suppliers, distributors, and consultants. They are based in Irving, Texas. The association publishes **Promotional Products Business** magazine with a circulation of over 12,000. They recently launched **Promotional Consultant** for the 20,000 industry salespeople. The industry represents over \$17 billion in sales of promotional products worldwide. For more information, see: [www.ppa.org](http://www.ppa.org)

## Participant Comments:

*Our team is pretty creative and has a lot of good ideas but we didn't know how to harvest these ideas. John was able to help us funnel all of our ideas into something we could really use.*

Tina Berres Filipiski, Publisher, PPAI Publications

*John's techniques were simple and easy to understand. I'll be able to use them on my own for future brainstorming sessions. Having pocket tools are essential because it is easy to forget all the ways to harvest ideas.*

Lisa Horn, Editor, *Promotional Products Business*

*The pace and timing of the program were great. It was nice to learn the different techniques for brainstorming without feeling rushed or without a lot of downtime during the transitions.*

Cherri Gann, Associate Editor, *PPB*

*This program really helped our group to dig deeper to come up with many different ideas.*

Anne Pechuls, Associate Editor, *PPB*

*I learned many new ways to jump-start the creative process. It gave me tools to use when I go back to the office. It was a great session. I'd like to do it again. Everyone can benefit from John's program.*

Pam Webb, Managing Editor, *Promotional Consultant*

*I came into the session unsure how to brainstorm. It seems I was stuck in a rut when trying to develop fresh ideas. Upon leaving John's session, I feel refreshed and excited about the new techniques he taught us.*

Audrey Sellers, Industry Relations Asst., PPAI

*I liked John's laid-back style. I will definitely use the brainstorming techniques that he provided for our future project development and solutions.*

Melissa Klusmeyer, Advertising Manager, *PPB/PC*

For information about how we can design an Innovation Event for your organization, contact: John Storm  
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