

# Association of Coupon Professionals

## Couponing 101\102 Fall 2008 Workshops

Midwest Regional  
October 8<sup>th</sup>, 2008  
Crowne Plaza  
Rosemont, IL

East Regional  
October 29<sup>th</sup>  
Crowne Plaza  
White Plains, NY

The Association of Coupon Professionals as part of its commitment to improving business condition in the coupon industry provides the Coupon 101\102 education workshop. The workshop reviews all aspects of the couponing industry in an informative and interactive format designed for individuals new to couponing, or those who need an update and refresher course. Presenters are industry experts who can answer all your couponing questions.

### Topics Include:

- ✓ Industry Overview
- ✓ Effective Coupon Strategies
- ✓ Coupon Distribution Types
- ✓ Coupon Design
- ✓ Family Code Management
- ✓ The Redemption Cycle
- ✓ Coupon Misredemption
- ✓ Managing Risk

### Highlights Include:

- ✓ Follow the path of a coupon from the time it is issued through redemption, financial settlement and reporting with a detailed review of all the functions in the process.
- ✓ Learn how the transition to the new GS1Databar coupon barcode impacts you and its benefits
- ✓ Learn from a manufacturer's perspective about internal controls you can implement, and effective coupon program management.
- ✓ Workshop breakout sessions will provide details on family codes and barcodes, and how to plan an effective coupon
- ✓ An open interactive session enabling you to get answers to all your coupon questions.

## Who should attend?

Individuals new to couponing or who need a refresher course. It is geared toward marketing & accounting professionals in retail, manufacturing, promotional agencies and clearinghouses.

## When and Where?

Crowne Plaza Hotel  
Rosemont, IL  
Wednesday, October 8, 2008  
10:30 AM- 4:00 PM

The Crowne Plaza Hotel is conveniently located near Chicago O'Hare International with free shuttle service. The timing of the workshop and the proximity of the hotel will enable most attendees to fly in and out in one day.

Crowne Plaza Hotel  
White Plains, NY  
Wednesday, October 29, 2008  
10:30 AM- 4:00 PM

The Crowne Plaza Hotel is located 30 minutes from Manhattan with shuttle service to the White Plains Metro North Train Station. It is near major highways providing convenient access to attendees from Connecticut, New Jersey and New York. The timing of the workshop and the proximity of the hotel will enable most attendees to commute.

### Final Agenda

10:30 – 11:30 AM	Promotion Marketing and Coupon Vehicles
11:30 – 12:30 AM	Coupon Processing
12:30 – 1:15 PM	Lunch ( <i>Included in registration fee.</i> )
1:15 – 1:30 PM	ACP's of Couponing
1:30 – 2:30 PM	Effective Use of Family Codes
2:30 – 2:45 PM	Break
2:45 – 3:30 PM	Misredemption & Controls
3:30 – 4:00 PM	Roundtable Discussion

A limited number of rooms are available for the discounted rate. Call John Morgan at ACP (610) 789.9993 to reserve your room at the discounted rate.

To register for the workshop, please go to [www.couponpros.org](http://www.couponpros.org), or fill out the attached form and either email to [john.morgan@acp-hq.org](mailto:john.morgan@acp-hq.org) or fax to (610) 789.5309 or contact us (610)789.9993