

# Association of Coupon Professionals Couponing 101\102 Spring Workshop

Spring Workshop  
In Conjunction with the CIC Summit  
March 23<sup>th</sup>, 2010  
Hotel Monaco  
Alexandria, VA

The Association of Coupon Professionals as part of its mission to provide an industry forum that fosters expertise, education, and leadership that enriches the development, distribution, and redemption of coupons, ensuring they remain a viable sales and marketing tool 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
- ✓ The Redemption Cycle
- ✓ Family Code Management
- ✓ 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 GS1 Databar 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?

In Conjunction with the CIC Summit  
March 23<sup>rd</sup>, 2010  
Hotel Moanco  
480 King ST  
Alexandria, VA

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

### Final Agenda

10:00 – 11:30 AM	Promotion Marketing and Coupon Vehicles
11:30 – 12:45 AM	Coupon Processing
12:45 – 1:45 PM	Lunch ( <i>Included in registration fee.</i> )
1:45 – 2:00 PM	ACP's of Couponing
2:00 – 3:15 PM	Effective Use of Family Codes
3:15 – 4:30 PM	Misredemption & Controls
4:30 – 5:00 PM	Roundtable Discussion
5:00 - ?	CIC Hosted Reception, CIC Headquarters

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

# Couponsing 101\102 Spring Workshop Registration

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Hotel Moanco

480 King ST

Alexandria, VA

## Registration Fee:

**ACP Members \$250**

**Non-Member \$495**

**Non-member multiple registrations \$300**

## Registration & Payment Information

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Charge my credit card:  VISA  MasterCard  American Express

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Check payable to ACP is enclosed in the amount of \$ \_\_\_\_\_

If you have special dietary or accessibility needs, please check the box and attach a written description.

## Optional Information:

Please check all the organizations that your company is a member of:  ACP  FMI  GMA  GS1 US AMP

Have you attended an ACP event?  seY  oN

How did you hear about this workshop? \_\_\_\_\_

What would you like to take away from this workshop? \_\_\_\_\_