



## **Marketing: PREP Guide**

*The goal of PREP is to educate others about the field of Psychometry as a profession. The PowerPoint you will receive was created with an audience of undergraduate students exploring career options in mind. However, you are free to present to any audience that may benefit from the information. The presentation can be done in 30-45 minutes, depending on how inquisitive the audience is. We encourage you to review and familiarize yourself with the slides in advance of your presentation. Do not hesitate to contact us should you have any questions about the material.*

### **Before your presentation:**

If you have not already done so, email the NAP Marketing Committee Member the following:

1. Your name, credentials, and workplace as you would like them to appear in the presentation. (The slides are emailed to you in a read-only format).
2. Your preferred mailing address (we will mail you NAP brochures and SWAG).

Schedule your presentation. If you wish to present at a local college or university, it is often helpful to try and schedule through the Psychology Club or Psi Chi leaders. We recommend you schedule your first presentation 30-days out to allow time for us to send you the necessary materials via mail and email.

Once a presentation is scheduled, email the NAP Marketing Committee Member the information below:

1. Business or University name, address, date and time of the presentation.
2. Contact information (name, email, & mailing address) for the site organizer so we know who to thank.

### **During your presentation:**

Please have the attendees sign in. This allows us to track our efforts for this project. Please also have the attendees fill out the brief survey while you pass out brochures and SWAG previously mailed to you (this can be done after the presentation). SWAG and brochures can also be left with the site organizer to further distribute. Of note, if you would like to have tangible materials on display for the audience, please use ones from the public domain (e.g., Trail Making Test A and B, etc.) in order to protect the integrity of test materials.

### **After your presentation:**

Email us and let us know how it went! In addition, please scan and email Casie Morrison the sign-in sheet and surveys within two-business days of your presentation. Also, please email the completed mileage reimbursement form (max of 200 miles) within two-business days.

**Questions or comments, please contact:**

**Casie Morrison, MS, CSP**

**NAP Marketing Committee Member**

**[casie.r.morrison@gmail.com](mailto:casie.r.morrison@gmail.com) or [info@napnet.org](mailto:info@napnet.org)**