

## **BASI/MASI Industry Participation Options and Points**

Congratulations on working toward your ASI BASI (Bachelor of Advertising Specialty Information) or MASI (Master of Information Specialty Information) certification. As part of this continuing education process, we recognize how important active industry engagement is, so we've included industry participation as part of our ASI Certification Program.

Below is a breakdown of ways that you can become actively involved in the advertising specialty industry, if you haven't already done so. For those individuals who are already active in the industry, use these activities as a guideline to report to ASI Education your industry involvement in 2011 and in the past.

### **Industry Involvement Summary**

#### **1. Creating and presenting (or moderating) webinars for ASI's Online Learning Center**

1 point per webinar

#### **2. Creating and presenting (or moderating) live education classes at the ASI Shows**

1 point per 1-hour class

#### **3. Serving on ASI's corporate Advisory Boards:**

*ASI Advisory Board*

*ASI Education Advisory Board*

*Safety and Legislative Advisory Board*

*Technology and Operations Advisory Board*

*Marketing, Public Relations and Industry Research Advisory Board*

4 points per board, per year

#### **3. Completing *Counselor* and/or *Stitches* annual "State of the Industry" survey**

2 points per survey, per year

#### **4. Participating in focus groups at the ASI Shows (invitation only)**

1.5 points per focus group

### **Your Industry Involvement**

#### **Information About You**

Your name: \_\_\_\_\_

Your company: \_\_\_\_\_

ASI number: \_\_\_\_\_

Mailing address: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Phone number: \_\_\_\_\_

### **Your Industry Involvement**

#### **1. Creating and presenting (or moderating) webinars for ASI's Online Learning Center**

1 point per webinar

*Please list webinars you have created for ASI's Online Learning Center.*

**2. Creating and presenting (or moderating) live education classes at the ASI Shows**

1 point per 1-hour class

*Please list courses you have presented/served on a panel for at ASI Shows; list show locations and years, if possible.*

**3. Serving on ASI's corporate Advisory Boards:**

*ASI Advisory Board*

*ASI Education Advisory Board*

*Safety and Legislative Advisory Board*

*Technology and Operations Advisory Board*

*Marketing, Public Relations and Industry Research Advisory Board*

4 points per board, per year

*Please list ASI corporate Advisory Boards you are currently/have served on and year terms.*

**3. Completing Counselor and/or Stitches annual "State of the Industry" survey**

2 points per survey, per year

*Please list industry surveys you have taken the time to respond to, and years you responded.*

**Participating in focus groups at the ASI Shows (invitation only)**

1.5 points per focus group

*Please list ASI focus groups you have participated in, and years you participated.*

**E-mail this form to ASI Education at [asieducation@asicentral.com](mailto:asieducation@asicentral.com).**