



# Role & Responsibilities of Associates

Jan 10, 2017

January 10, 2017 (updated link to find hi-def IITTI logo)  
February 18, 2016 (added that IITTI is not a franchise)  
(Recent changes are hi-lighted)



2011-2017 IITTI  
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## **Role of an Associate**

An Associate is a volunteering, non-voting, non-exclusive strategic alliance for the promotion and advocacy of the IITTI concept to the public. This includes human resource (HR) departments of companies, university students, image consultants, and social media.

An Associate is expected to be a certified image consultant of AICI or equivalent, and have the IITTI logo prominently displayed on her own website, together with a link to the IITTI website, and with a short description of what it stands for. An example of the description could be

*“IITTI is a global certification standard on image and etiquette for business applications.”*

You should also write something to educate your audience in how IITTI would benefit them.

## **Recommended Advocacy Activities**

### **Advocacy**

Once every 6 months:

- Writing a blog
- Making a YouTube video
- Making a presentation to your local chapter of AICI, chamber of commerce, HR of a company, or other business group
- Write a post on social media (e.g. LinkedIn, Google+, Facebook)
- Bring in a corporate client to adopt to IITTI

### **IITTI provides:**

- All Associates are listed on the IITTI web site
- Associates can carry designation on business card, website and all marketing literature
- Marketing materials as developed from time to time

## Frequently Asked Questions

### Do I have to sign any papers?

Application is simple! To be an Associate, there is no signing of papers (to cut down on paperwork). Just email us your information as specified below in the "Application". An Associate can maintain her status as long as she does advocacy work every 6 months.

### What kind of information do you put up on the IITTI website about me as an Associate?

Your name, professional designations, company name, contact information (such as email, telephone) and a photo. Your photograph should not be smaller than 470px × 620px.

### What kind of designation can I use as an Associate?

You can use the designation:

IITTI Associate

and the logo on your stationery, website and marketing materials. For example:



For various sizes of logo, such as a high-definition one for printing, you can find them at:

[www.IITTI.org/details/samples\\_en.htm](http://www.IITTI.org/details/samples_en.htm)

## Checklist of Application to be an Associate

### Qualification:

- Certified image consultant of AICI, or equivalent
- Gone through the Exam Logistics orientation program (available free online)
- Passed the IITTI exam

### On your website:

- IITTI logo prominently displayed
- Linked to the IITTI website
- A short description of what IITTI stands for
- Write something to educate your audience how IITTI would benefit them

### Furthermore:

- One piece of advocacy work (as described elsewhere)
- A relevant LinkedIn account showing your professional history and your IITTI advocacy work
- An organizational client list, plus testimonial from one client
- A short bio and your advocacy plan

All the above work must be shown to IITTI via email before you will be considered to be an Associate. IITTI will have the final decision as to who will be accepted as an Associate, even when you have fulfilled all the above requirements.

## Application to be an Associate

(You can email your info)

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

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

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

Years in business: \_\_\_\_\_ What is your specialty? \_\_\_\_\_

LinkedIn account link: \_\_\_\_\_

Training Certification (e.g. AICI FLC): \_\_\_\_\_ No. of Hours: \_\_\_\_\_

IITTI Exam Logistics orientation done? \_\_\_\_\_ Passed IITTI exam? \_\_\_\_\_

Organizational client list (corporate, government, non-profit, school):

\_\_\_\_\_

Testimonial from one client: \_\_\_\_\_

\_\_\_\_\_

Short bio: \_\_\_\_\_

\_\_\_\_\_

My plans to promote IITTI in the next 6 months include: \_\_\_\_\_

\_\_\_\_\_

Photo (no smaller than 470px × 620px):

## Appendix A IITTI Associate Role Description

Please note that IITTI Associateship is strictly a volunteering, advocacy role. It is not like in a franchise where only the affiliates or "associates" can use the IITTI standard or the exam.

IITTI is an open standard that any trainers can use. Furthermore, anyone can apply to write the IITTI exam, not only students of IITTI Associates.

Correct terminology to use: Please use the following words or terms when describing your role as an IITTI Associate:

"We are a **goodwill** representative of IITTI"

Other wordings such as the followings are ok too:

"...we **follow** the IITTI Standard..."

"...our training program **conforms** to the IITTI Standard..."

Incorrect terminology: Do not use the following words or terms when describing your role as an IITTI Associate:

"We are **authorized** to offer an IITTI program"

"We are an **agent** for IITTI"

"We are **exclusive** with IITTI..."

"We formed a **strategic alliance/partnership** with IITTI"

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