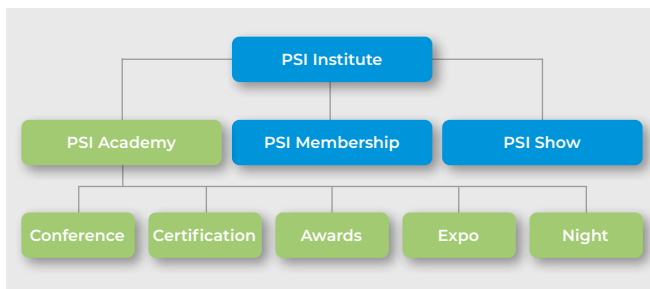


PSI Academy

A new format for the PSI brand

A new, independent industry get-together under the umbrella of the Promotional Product Service Institute (PSI) – that's the PSI Academy, which brings the promotional products industry together a second time a year to complement the PSI trade show. The event, which takes place annually at different locations in Europe, is an exciting combination of training and networking event and the industry highlight PSI Academy Awards. In addition, online webinars are held throughout the year.

The kick-off event will take place on 11 September 2025 in Cologne.



Who meets at the PSI Academy?

The PSI Academy sees itself as exclusive access to the world of the Promotional Product Service Institute (PSI), which not only gives suppliers and distributors a stage, but also involves associations, industrial and commercial customers and politicians. This addresses all those groups that are active in the promotional products business or are relevant to the industry.

The new format will broaden horizons, clarify positions and promote cooperation. The PSI Academy supports the promotional products industry with a unique, cutting-edge and concentrated transfer of knowledge and, together with a neutral partner, creates transparent and communicable competitive advantages on the subject of sustainability.

Do you have questions about the PSI Academy?

Send us an e-mail and we will get back to you
psi-academy@rxglobal.com

Are you interested in sponsoring?

Feel free to contact PSI.
 +49 211 90191-702
psi.sales@rxglobal.com

This is the PSI Academy

PSI Academy Conference

Cutting-edge presentations, discussions and workshops on the topic of sustainability and issues affecting the industry. Online webinars will address relevant topics throughout the year and provide in-depth knowledge.

Secure your ticket here:

www.psi-academy.com/en

The ticket shop will be online in mid-May 2025.

PSI Academy Certification

In future, the PSI Academy Certification will be the new certification standard for the promotional products industry. Through a points-based participation system, PSI Academy participants will be able to measure their performance and qualification progress and thus secure competitive advantages.

PSI Academy Awards

In 2025, the Promotional Product Service Institute (PSI), together with its partner Green Product Award, will present the PSI Academy Awards for the first time as part of the PSI Academy. The new industry award recognises sustainable products and campaigns as well as companies and newcomers in the promotional products industry and their industrial and commercial customers. It creates transparent and communicable competitive advantages in the area of sustainability and is designed as an incentive and inspiration for the entire promotional products industry.

For more information about the PSI Academy Awards and how to enter please visit

www.psi-academy.com/en

PSI Academy Expo

The exhibition of the winners and nominated products and campaigns demonstrates the creativity and innovative expertise of the companies: A presentation of best practice cases for insiders and a business card with which the promotional products industry introduces itself to potential customers and multipliers.

PSI Academy Night

The gala evening of the PSI Academy, which rounds off the event in a festive manner and brings award winners and nominees on stage.

Secure your ticket here:

www.psi-academy.com/en

The ticket shop will be online in mid-May 2025.

We look forward to seeing you
 Your PSI Team

Become a PSI member now: www.psi-network.de

The network is the home of the industry. It brings heart and mind together and unites the collective know-how of the promotional products sector. PSI supports its members in their daily business with the right tools, connects knowledge, provides inspiration, and delivers all the relevant news. With the leading European trade show and other events, it creates space for important topics and dialogues on equal footing – and gives you a voice. This is the Who and How of the industry. This is: My PSI.

Built by



In the business of
building businesses