



HOW TO USE YOUR NAA DESIGNATION

Congratulations on your new designation!

You have completed the coursework and assignments to be recognized as holding a designation with clout and respect in the auction industry. Your commitment to continuing education is to be commended, recognized, and yes, publicized!

Promote It!

Let people know exactly what it means by using the logo and putting it on your promotional materials, as well as mentioning it in your proposals.

Digital Badges

What is a digital badge?

Digital badges are web-enabled representations of your NAA achievements. Your digital badge is made of an image and metadata uniquely linked to you. This ensures that only you can take credit for your achievement.

Where can I use it?

You can share your digital badge to popular online social media and professional platforms, such as LinkedIn, Facebook, and Twitter. It can also be embedded in a résumé, your personal website, or your email signature. Anyone who views your badge can select it to learn more about your achievement and to verify its authenticity.

How can I access my digital badge?

Once a digital badge has been issued to you, you will receive an email from naa@badges.auctioneers.org with a link to your digital badge and information on how to utilize it.

What are the benefits?

Because most industries evolve so quickly, it is vital that professionals continually hone their skills in order to stay competitive. You have demonstrated this mastery partly through your NAA achievements! Traditional forms of professional recognition, namely paper certificates, are no longer the best way to communicate the nature of earned achievements, nor can they be readily verified or shared online. A digital badge allows earners to have 24/7 access to a verifiable and current record of their accomplishment that they can share with whomever they choose on social networks, resumes, e-mail signatures and websites.

The Language

Use the right language when referring to your new designation, in all forms of media: electronic, print and even orally. As a rule, the language you use should let everyone know that you have completed the work to receive the designation, and not imply any kind of endorsement or certification.

How do I list multiple designations?

Correct: "Steve Jones, CAI, BAS, MPPA"

List your designations, separated by commas. Designations should be listed with CAI first followed by any others in alphabetical order.

Correct terminology

Incorrect: "I am a certified Benefit Auctioneer Specialist."

Correct: "I hold the Benefit Auctioneer Specialist designation."

The NAA hosts designation programs, not certifications. Also, the NAA does not endorse auctioneers, explicitly or implicitly.

Educate everyone

It's as simple as a line or two in your proposals or a link on your website: "I hold the Benefit Auctioneer Specialist designation, a program designed to teach professional auctioneers the techniques that create successful benefit auctions."

Where can I find appropriate example text?

To be the most accurate in your depictions and descriptions of the designations you have earned, refer to the Professional Auction Designations section of the website: <http://www.auctioneers.org/designations-accreditation>. Here, you can see exactly how the NAA describes each designation at length and reference this on your various avenues of promotion.

Mention NAA

Remember that each designation is copyrighted: please be sure to mention us when talking about your designation, and link back to us when you can. The more that each designation holder "gets the word out," the more publicity we generate, and the more important each designation becomes.

Stay Current

Keep your designations up! If the active designation holder fails to renew their credential by the expiration date, the badge will appear gray with "Expired" wording.

Annual Designation Fees

Billed every August and due by September 30th.

CAI- \$150

With CAI- All other designations are \$25 each.

Without CAI- All other designation are \$50 each.

Continuing Education.

If you hold any NAA designations, you are required to obtain 24 hours of continuing education credit every 3 years. You can submit the hours that you earn from local, state, online, or private courses to NAA via email, fax, or regular mail. ATTN: Education.

Questions? Contact the NAA's Education department for ideas and guidance at 913-563-5432 or email at education@auctioneers.org.