

# Benefits and Services of Membership

*Make the most of your membership!*

# Keep Up With SMPS HQ



Group: Society for Marketing Professional Services



/SMPSNational



@SMPSHQ



/SMPSNational



@SMPS National

# Education

- Build Business National Annual Conference
  - [smps.org/buildbusiness/](http://smps.org/buildbusiness/)
- Monthly Webinars
  - <http://eo2.commpartners.com/users/smps/index.php>
- Lunch Learning Labs
  - [smps.org/freelearninglabs/](http://smps.org/freelearninglabs/)
- Basics of Business Development in the AEC Marketplace
  - [smps.org/bdbasics/](http://smps.org/bdbasics/)

# Resources

- Marketer magazine
  - Bi-monthly publication sent to members
- Connections weekly newsletter
  - Weekly eNewsletter sent to members
- SMPS Foundation (Research)
  - [smps.org/foundation](http://smps.org/foundation)
- MySMPS | Member Directory & Resource Center
  - [my.SMPS.org/](http://my.SMPS.org/)

# Resources

- SMPS Store
  - [smps.org/pv/core/orders/Default.aspx](http://smps.org/pv/core/orders/Default.aspx)
    - A/E/C Buyer's Guide
    - Blueprints
    - Salary Survey
    - Think Tank Report
    - White Papers
    - And more!

# Recognition

- Marketing Communication Awards
  - [smps.org/MCA](http://smps.org/MCA)
- Weld Coxe Marketing Achievement Award
  - [smps.org/maa](http://smps.org/maa)
- Fellows Program
  - [smps.org/fellows](http://smps.org/fellows)
- Striving for Excellence Chapter Awards
  - [smps.org/sfe](http://smps.org/sfe)

# Career Advancement

- Career Center | Recruiting and Job-Seeking
  - [smpscareercenter.org](http://smpscareercenter.org)
- Ron Gaikes Student Scholarship (through SMPS Foundation)
  - [smps.org/foundscholarship](http://smps.org/foundscholarship)
- SMPS U: Leadership Advancement Program
  - [smps.org/smps\\_university](http://smps.org/smps_university)

# Professional Certification

- Certified Professional Services Marketer (CPSM)
  - Professional certification based on Domains of Practice for Professional Service Marketers
  - [smps.org/certification](http://smps.org/certification)



# Important Links

- Bookstore
  - [Smpsbooks.com](http://Smpsbooks.com)
- SMPS Staff Directory
  - [smps.org/staffdirectory](http://smps.org/staffdirectory)
- Membership – Renewals, Transfers, etc.
  - [smps.org/membership](http://smps.org/membership)

# Keep Up With SMPS DC Chapter



Private Group: SMPS Washington DC Chapter



/SMPS DC



@SMPSdc

YouTube /SMPSDC



[smpsdc.org/blog](http://smpsdc.org/blog)

# Events | Education

- Training and continuing education for all levels of marketing and business development
  - Market Research, Marketing Planning, Client and Business Development, SOQ's/Proposals, Promotional Activity, Information, Resource and Organizational Management
- Typically 4-6 Events per Program Year

# Events | Lunch Programs

- Special Interest Programming featuring industry leaders, public officials, media figures and other key individuals
- Typically 4 Events per Program Year

# Events | Principals' Round Table

- Programming for Principals and Senior Level Marketers (10+ years) to discuss pressing issues facing AEC firms in DC
- Typically 4 Events per Program Year

# Events | Special & Premier

- Networking Events to encourage engagement and relationship building among chapter members
  - Kick Off, Summer Celebration, Holiday Party, Golf Tournament, Networking Happy Hours, and Project Tours
- Typically 4 Premier Events per Program Year and 3-4 other special events per Program Year

# Member Support

- Pay It Forward Grant
- SMPS U Grant
- Awards Programs
  - Chapter Marketing Communications Awards
  - Ginny Solomon Golden Tuba
  - Rising Star Award
  - New Heights Volunteer Service Award

# Guru Guidance | Mentorship

- Pairs Marketers at all Experience Levels to facilitate the exchange of ideas, advice, and education
- Involves both individual pair meetings and whole group events
- Enrollment occurs each Sept/Oct
- [smpsdc.org/membership-2/guru-guidance](https://smpsdc.org/membership-2/guru-guidance)



# Outreach Initiatives

- Student involvement in the DC Chapter
  - Undergrad scholarship & internship board
  - Student mentorship – volunteer!
  - Campus informational presentations – volunteer!
- Community involvement to support charities and organizations in our region
  - Children’s National, Children’s Inn at NIH, District of Columbia PS, JDRF Real Estate Games, Wreaths Across America, and more

# Support Us

- Volunteer on a Committee – Contact the Chair!
- Volunteer on the Board of Directors – Contact the current president
- Become a Sponsor – Contact the Sponsorship Chair or visit [smpsdc.org/sponsors](http://smpsdc.org/sponsors)
- Sponsor a Premier Event – Contact the Special Events or Sponsorship Chair

# Important Links

- Board of Directors
  - [smpsdc.org/about-smps-dc/board-of-directors/](https://smpsdc.org/about-smps-dc/board-of-directors/)
- Committees
  - [smpsdc.org/about-smps-dc/committees/](https://smpsdc.org/about-smps-dc/committees/)
- Events Calendar
  - [smpsdc.org/events/](https://smpsdc.org/events/)
- Program Materials
  - [smpsdc.org/resources-2/educational-program-materials/](https://smpsdc.org/resources-2/educational-program-materials/)
- Jobs Board
  - [smpsdc.org/jobs/](https://smpsdc.org/jobs/)