

10 REASONS TO JOIN SMPS NOW!

01

Networking Opportunities

Make local, regional, and national A/E/C business contacts through SMPS to build your business. Networking suggestions: Attend chapter meetings and programs or participate in Build Business or a Society workshop. Volunteer for a chapter or Society committee. Learn more about your fellow members in the Directory on MySMPS. Participate in the MySMPS community, where you can share files, ask questions, and create a blog using your own experience and knowledge. Don't forget to get the MySMPS app so you can access the member directory when you are on the go! Locate potential partners and suppliers in the A/E/C Buyer's Guide

02

Publications

Read up on trends, best practices, and relevant issues impacting professional services marketing and business development. SMPS membership includes subscriptions to the award-winning journal *Marketer* and to *Connections*, our e-newsletter; access to research and white papers funded by the SMPS Foundation; and discounts on industry publications from the SMPS Bookstore and in the SMPS Shop.

03

Marketing Resource Center

Take networking to another level with MySMPS, the award-winning online community designed exclusively for SMPS members. The mission of MySMPS is simple: To connect you online 24/7/365 with people, information, and opportunities to make building business easier. Visit the Marketing Resource Center any time for access to industry and job-related information.

04

Certified Professional Services Marketer (CPSM)

Become certified and earn your CPSM. In an industry that values certification, the CPSM program can help you build your personal brand as an expert in marketing and business development, increasing your credibility with employers, coworkers, and peers.

05

Programs and Conferences

Attend programs and conferences to explore how other professional services firms are tackling the business challenges you and your colleagues face every day. You will return to the office with innovative solutions and fresh ideas your company can put to work immediately.

06

Leadership Opportunities

Develop and practice your leadership skills by getting involved in SMPS: Volunteer to serve on chapter committees, your chapter's board of directors, regional conference planning committees, and Society task forces and committees.

07

Career and Recruitment Resources

Plan your career, gain access to advancement tools, and search for job opportunities through the SMPS Career Center.

08

International and Regional Contacts

Contacts made through the powerful SMPS network to facilitate teaming opportunities, business referrals, and knowledge of A/E/C business practices, trends, and successes.

09

Professional Development Opportunities

Opportunities to present programs, write articles and white papers, and conduct funded research are available at the local, regional, and Society levels of SMPS. Through involvement in SMPS, your employees can demonstrate the thought leadership and expertise your firm has to offer clients and teaming partners.

10

A Community for Emerging Leaders

SMPS offers the emerging leaders in your organization access to the greater A/E/C community, introducing them to community leaders, exposing them to big-picture perspectives, and fueling their passion for the industry and their professions—all elements in retaining the brightest and best talent for your company.