

SMPS

Society for Marketing
Professional Services



SMPS: Get Connected!

www.smps.org

[NAME]

- [Job Title, Company]
- [Position], SMPS National

What is SMPS?

SMPS is a community of marketing and business development professionals working to secure profitable business relationships for their A/E/C companies.

Through networking, business intelligence, and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace.

SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers.

The logo for SMPS, consisting of the letters 'SMPS' in a bold, sans-serif font inside a white square.

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**SMPS is the only organization
dedicated to building business
in the A/E/C industry.**

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SMPS History

- Created in 1973 by a small group of professional services firm leaders
- Recognized the need to sharpen business development skills, pool resources, and work together to create business opportunities

SMPS Today

- Represents 7,000 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and related specialty consulting firms
- Benefits from the support of 3,250+ design and building firms
- Encompasses 80% of the firms in the *Engineering News—Record* Top 500 Design Firms and Top 400 Contractors

SMPS Today

- Supports 58+ dynamic chapters and an extensive professional network that extends across the United States, Canada, and the United Kingdom
- Is led by a dedicated volunteer board of 7 officers and directors
- Is supported by a professional staff of 15 at the National Headquarters in Alexandria, VA

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SMPS Vision

Premier professional services firms recognize SMPS as their most trusted resource for building business and achieving success.

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SMPS Mission

To advocate for, educate, and connect leaders
in the building industry.

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**Q. Why is membership in SMPS
valuable to an A/E/C professional?**

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A. Membership connects you to:

- Networking opportunities, which provide occupational support and are critical for growing business in the built environment
- Leadership opportunities and skill development through participation on committees and chapter board of directors
- Professional development through national and regional conferences and local programs that address the business challenges faced by marketers, business developers, and practitioners in the A/E/C industry
- Access to the journal *Marketer* and other targeted research and publications that provide information on economic trends and topics that impact the A/E/C industry
- The opportunity to earn professional credentials via the Certified Professional Services Marketer Program

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**Q. What does your membership do
for your company?**

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A. Involvement in SMPS creates business opportunities for design and building companies.

- National and regional contacts facilitate teaming opportunities, business referrals, and knowledge of A/E/C business practices, trends, and successes
- Professional development opportunities for business development, marketing, and technical staff members include training and leadership programs and venues for speaking and writing on A/E/C topics
- Opportunities to develop contacts and relationships in the greater A/E/C industry create a greater sense of community and engage emerging leaders
- Programs and conferences to create connections among participants lead directly to business opportunities with clients and teaming partners

2020 Strategic Plan: Goals & Objectives

A = Advocate

E = Educate

C = Connect

Advocate

- Educate owners/principals about the importance of marketing
- Provide members who want to self-advocate with the tools and knowledge to do so

Educate

- Identify and chronicle the knowledge, skills, and abilities required for success at all levels in professional services marketing and business development
- Provide best-of-class educational opportunities for all levels of SMPS members and A/E/C employers

Connect

- Share with the A/E/C industry and other stakeholders the value and successes that SMPS members achieve through their interaction with the Society and each other
- Identify all available ways SMPS could connect members
- Create and enhance opportunities for members at all levels to communicate and network

Tactical Focus of 2009–10

- Continue to demonstrate the value of membership and participation in SMPS to members and their employers
- Expand the ways in which SMPS communicates cost-effective program opportunities to members, chapters, and regional conference leadership
- Provide members with ready access to national and regional economic trend data and forecasts through our strategic alliance with McGraw-Hill
- Expand the use of emerging technologies to make it easier for members, chapter leaders, national leaders, and the National Staff to connect with each other and, in so doing, expedite access to opportunities for increased business for our firms

Certified Professional Services Marketer Program

Certified Professional Services Marketers (CPSMs) are recognized as having the experience and knowledge to generate profitable business in the architectural, engineering, and construction marketplace.

Current Number of CPSMs: 691

Certified Professional Services Marketer Program

Candidates for this program:

- meet educational and experience requirements
- pass a rigorous written examination
- pledge to abide by the CPSM Code of Ethics

The Value of Certification

- Validates the individual's mastery of and ability to apply critical knowledge in an industry that values certification
- Illustrates the individual's professionalism and commitment to excellence
- Supports career advancement and life-long learning
- Enhances the credibility of the profession—and the industry
- Contact the National Office to request more information about preparing for and scheduling an exam

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National Education Programs

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**BUILD
BUSINESS.™**

Reinvent • Retool • Rebound

The SMPS National Conference July 14–16, 2010 ■ Boston

- Examine the best practices, case histories, technologies, and management strategies that helped firms survive the 2009 recession and better position themselves for future market and economic disruptions.
- Explore the impact and potential that social media and digital marketing offer marketers and business developers as we enter the Web 3.0 world.
- Experience inspiring and thought-provoking keynote presentations by visionary business communicator and artist Erik Wahl and social media marketing guru Chris Brogan.
- Make and renew contacts with leading marketing and business development professionals responsible for bringing in work and building their firms' bottom lines.
- Developing details are available at www.buildbusiness.org.

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“A/E/C Market Insights Forum: Trends & Forecast for Strategic Planning”

- During this half-day workshop, McGraw-Hill Construction and SMPS will present regionalized economic and market data to inform your company’s 2010 strategic planning and budgeting
- Roundtable discussions will allow you to gain strategic insights from and make valuable contacts with design and building industry leaders in your market
- Who should attend? CMOs, VPs of Marketing/Business Development, Directors of Marketing/Business Development, Managers of Marketing/Business Development, Principals, Associates
- Led by Mark F. Sherwood, Vice President of Market Development, McGraw-Hill Construction’s Global Accounts
- Offered in three cities this programming year: Chicago (Oct. 20), Boston (Oct. 21) and Los Angeles (Oct. 28)
- Details at www.smeps.org/forum

“The Basics of Business Development in the A/E/C Marketplace”

- One-day, interactive workshop designed to help you focus your sales efforts and win more work for your firm
- Learn how to work a room effectively, generate leads, and develop a winning business development strategy for your firm
- Who should attend? New and less-experienced business developers, marketing managers, technical professionals with BD responsibilities
- Led by a faculty of veteran practitioners with excellent experience in winning work for their firms
- Offered in five cities this programming year
- Details at www.smeps.org/bd

Webinars

- Topics include best practices, trends, special interests, and how-tos in professional services marketing and business development
- Expert speakers with extensive industry knowledge
- Offered monthly for 90 minutes
- Affordable training option for firms and chapters: Registration fee is per site; coworkers or peers can sit in on the program at no additional cost
- Programs are recorded and available for purchase
- Details at www.smps.org/webinars

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Awards & Recognition Programs

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Marketing Communications Awards

- Recognize the individuals and teams who create outstanding, effective, results-oriented communication vehicles for architectural, engineering, and construction firms
- The only awards competition that highlights the critical role and immense value marketing professionals bring to the design and building industry
- 350+ entries received in 18 categories and evaluated by industry practitioners, clients, media, and peer association leaders
- Winners announced July 15 during a black-tie gala at Build Business in Boston
- Winners receive immediate media attention, wide industry recognition, and expanded networking opportunities
- **Discounted Early-Bird Entry Deadline: March 1, 2010**
- Details at www.smeps.org/mca

Marketing Achievement Award

- Recognizes an individual whose achievements and lasting contributions to the field of professional services marketing are exemplary.
- **Entry Deadline: May 7, 2010**
- Award winners honored on July 15 during Build Business and in the August “Awards Issue” of *Marketer*
- Details at www.smeps.org/awards as they become available

Chapter Awards Programs

- **Chapter President of the Year**
Recognizes outstanding leadership at the chapter level
Entry Deadline: April 30, 2010
- **Striving for Excellence**
Recognizes chapters for innovation in management and superior service to members
Entry Deadline: April 30, 2010
- Award winners honored on July 15 during Build Business and in the August “Awards Issue” of *Marketer*
- Details at www.smps.org/awards as they become available

Fellows Program

- Recognizes active CPSMs who have been members for 10+ years and made substantial contributions to the Society and the industry
- **Entry Deadline: March 31, 2010**
- Award winners honored on July 15 during Build Business and in the August “Awards Issue” of *Marketer*
- Details at www.smeps.org/awards as they become available

SMPS Foundation

- A not-for-profit 501(c)(3) organization established by the Society
- Served by a volunteer Board of Trustees composed of distinguished professionals and educators
- Promotes recognition of professional services marketing as an essential element of the modern A/E/C business model
- Seeks to identify and evaluate evolving marketing practices
- Provides research, information, and tools to help marketers achieve effective results
- Access the Foundation's research and program information at www.smpsfoundation.org
- Funded entirely by voluntary, tax-deductible contributions from individual, corporate, and chapter donors who wish to invest in the future of the profession

SMPS Chapters

SMPS's 58+ chapters connect local marketers and business developers and their firms to the regional network to explore business opportunities.

SMPS provides nationwide connections to other chapter leaders through activities including the annual Chapter Presidents' Leadership Symposium, listserves, leadership reunions at the national conference, and quarterly conference calls.

SMPS National supports the chapters with management and leadership training, tools, and resources and guidance for planning regional conferences.

Support for Chapters

- Training for local leaders through the Chapter Presidents' Leadership Symposium (PLS)
- Guidance and support for developing and managing regional conferences
- Access to advice, information, and best practices from other SMPS chapters via the National Web site, Chapter Presidents' and Chapter Officers' listserves, quarterly conference calls, *Chapter Leaders' Update* newsletter, and the Striving for Excellence Awards program
- Nationwide connections to other chapter leaders through activities including PLS, listserves, leadership reunions at the national conference, and quarterly conference calls
- Opportunities to connect with the SMPS National Board of Directors and National Committee Chairs to "tap into" their leadership experiences, insights, and activities
- A dedicated National Staff who supports every chapter's development

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**Q. How can you get the most value
from your SMPS membership?**

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Get Involved!

- Attend chapter, regional, and national events to build your network
- Pursue professional development opportunities to expand your knowledge and the value you bring to your team
- Participate in the national listserve dialogue to explore ideas and solutions to marketing/BD and management challenges
- Prepare and sit for the CPSM exam to earn the certification and to demonstrate your commitment to ongoing professional development

Get Involved!

- Write for association and industry publications to share your expertise and gain exposure for your company
- Volunteer for local and national committees to hone your leadership skills and strengthen the relationships in your network
- Mentor other members to give back to the profession
- Join the SMPS communities on Facebook, LinkedIn, and Twitter to continue networking online with professionals around the globe