

YEAR IN REVIEW

2015-16



Business Transformed Through Marketing Leadership

Founded in 1973, the Society for Marketing Professional Services is the only North American organization for marketing and business development professionals in the architecture, engineering, and construction industries. SMPS provides members with leadership and educational programs, business-building events, and marketing resources, as well as industry research through the SMPS Foundation.

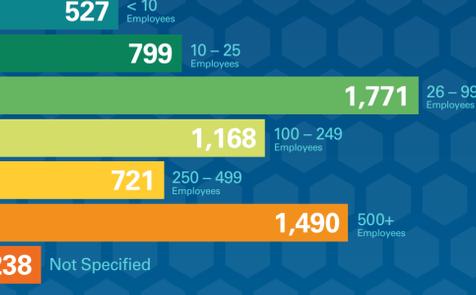
Our members tap into powerful international, national, and regional networks to form project teams, secure business referrals and intelligence, and benchmark performance. Over the past fiscal year, we accomplished numerous goals and objectives to better serve our members. To showcase some of these accomplishments, here is the 2015-16 Year in Review.

MEMBERSHIP BY THE NUMBERS

SMPS: 40+ years strong.

At the end of the 2015-16 fiscal year, SMPS had 57 chapters and 6,714 members, up more than 200 from the previous year. The Society, its chapters, and members benefit from the support of 3,500 design and building firms, encompassing 80% of the *Engineering News-Record* Top 500 Design Firms and Top 400 Contractors.

Number of Firms Represented by Size



MySMPS, the members-only community, allows professionals to build networks, stay connected, and get involved with the latest discussions.

Total number of communities: **616**
Total library entries: **102,264**
Total contacts: **27,918**



SMPS membership represents a diverse mix of responsibilities and job levels.

Firm Discipline (%)



VALUE & FEEDBACK

Top Five Benefits of SMPS Membership:

- 1 Collaborating and Sharing Knowledge with Other Professionals
- 2 Chapter/Regional Involvement and Events
- 3 Professional Development
- 4 Industry Resources
- 5 Access to the Latest Trends and Research

From a recent SMPS survey, the following research findings were reported:*



*Based on SMPS member responses from a 2016 study conducted by McKinley Advisors.

NOTEWORTHY

The Certified Professional Services Marketer program reached the highest number of designations in the history of the program. Currently, more than **900 individuals** hold the CPSM credential.

In August, SMPS launched **MARKENDIUM**, also known as the SMPS Body of Knowledge. MARKENDIUM is the go-to, comprehensive educational resource for the successful practice of marketing and business development. The knowledge base is accessed through our educational programs and our recently published six-book series.

The Society developed Marketer QuickLook, an e-newsletter that **9,000 subscribers** receive weekly. This e-newsletter, which earned a 2016 Silver EXCEL Award, experienced a 15.6% increase in open rates and a 236% increase in clicks-per-unique opens from the previous communications vehicle.

In its **39th year**, the Marketing Communications Awards program recognizes excellence in marketing and communications by professional services firms. For the first time, the winners' work was showcased in an online gallery, offering a spotlight to firms and inspiration for future participants. Also, the 2016 awards program saw a 14% increase in the amount of entries from the previous year.

In October 2015, the SMPS board of directors selected **Michael V. Geary, CAE**, as chief executive officer of SMPS and the SMPS Foundation. Geary brings 25 years of association management and organizational development experience to the Society.

PROFESSIONAL DEVELOPMENT

It was a significant year for professional development through SMPS. The Society presented its Build Business annual conference, in-person workshops, and webinars geared toward a variety of job functions. New programs and offerings included MARKENDIUM, the Roadmap to Certification immersion course, Prepare to Win virtual series, and a seller-doer suite of learning for technical professionals and principals.



RESEARCH

SMPS Foundation

The SMPS Foundation, established by the Society, delivers research, marketing intelligence, and expert analysis to inspire success and improve bottom-line results. During fiscal year 2015-16, the SMPS Foundation trustees and volunteers produced critical industry- and professional-related research reports. These reports, based on survey results and interviews with industry experts, have provided members with valuable information to help their firms grow successfully and prepare for any economy. The publications included:

- "Sell. Do. Win Business." that reports on how A/E/C firms are using technical staff to win more work.
- "2016 Fellows Survey Report" that recaps challenges, trends, and predictions in the A/E/C industries.

SMPS Marketing Compensation and Metrics Survey

In fiscal year 2015-16, members had the opportunity to participate in this comprehensive survey. Close to 700 marketing and business development professionals entered data on compensation, benefits, and firm metrics into the SMPS interactive survey platform. After entering their data, participants could run filtered reports and benchmark themselves against their A/E/C peers. To date, this has been the largest sampling of A/E/C marketing and business development compensation available.

ADVANCING THE PROFESSION

Through recognition, awards, and alliances, SMPS helped to advance the profession of marketing services within the A/E/C industries.

Our Fellows Recognition Program, which includes more than 100 industry professionals, served as a resource to the Society and chapters to provide insights, ideas, and mentoring.

The Society partnered and participated with A/E/C companies and organizations to help transform business through marketing leadership.

The SMPS Foundation awarded a \$2,500 student scholarship, which is named after Ron Garikes who was a distinguished life member and SMPS Fellow. The scholarship was open to eligible students majoring in marketing, communications, or public relations and planning a career in A/E/C professional services marketing.



The 39th Annual SMPS Marketing Communications Awards recognized companies who created outstanding communications for A/E/C firms.



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For more information, visit smps.org.