

YEAR IN REVIEW

2016 – 2017



Business Transformed Through Marketing Leadership

The Society for Marketing Professional Services is the only organization dedicated to creating business opportunities in the architecture, engineering, and construction industries. With nearly 7,000 members, SMPS provides leadership and professional development programs, business-building events, and marketing resources, as well as industry research through the SMPS Foundation.

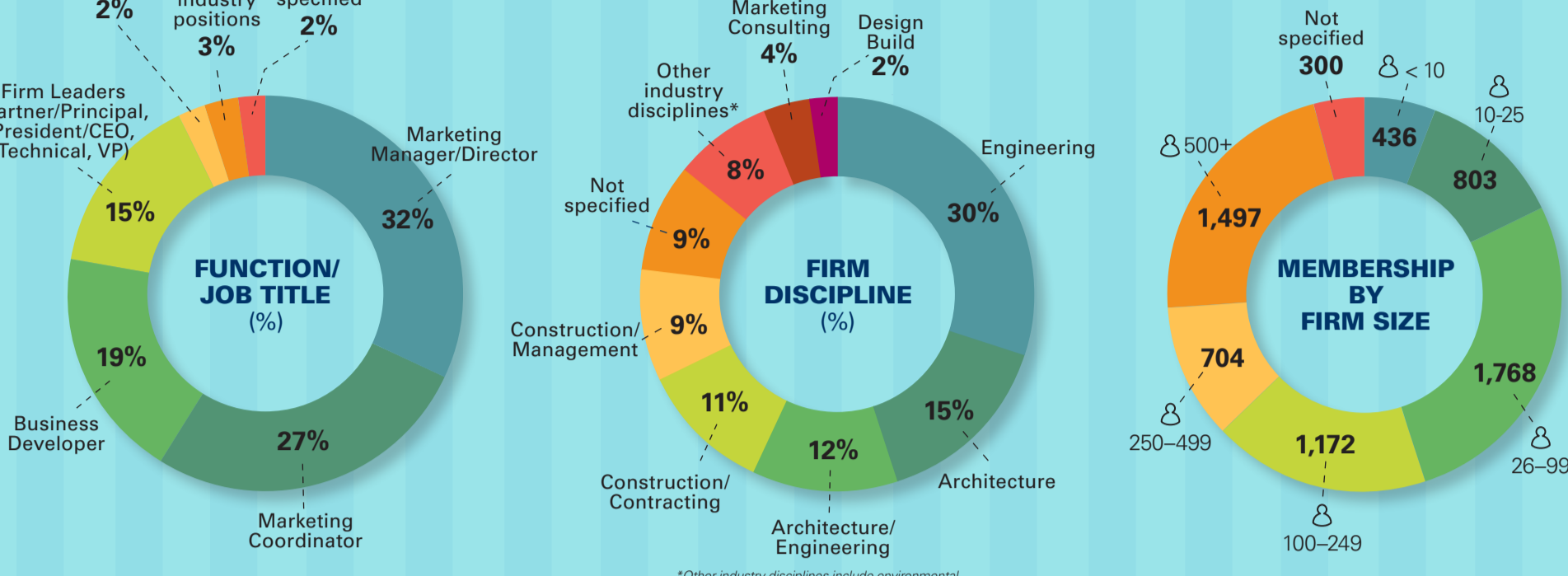
Our members tap into powerful networks to form project teams, secure business referrals, and benchmark performance. During our 2016–17 fiscal year, we accomplished numerous objectives to better serve our members and help validate the practice of marketing and business development within professional services firms. To showcase some of the Society's accomplishments on behalf of our members, we bring you the Year in Review.

MEMBERSHIP BY THE NUMBERS

SMPS: Soon Celebrating 45 Years

In 1973, SMPS was founded and by year's end had 14 members. Since then, we've come a long way. At the end of 2016–17 fiscal year, SMPS consisted of 57 chapters and 6,904 members, up 200 from the previous year.

SMPS Membership Represents a Diverse Mix of Responsibilities and Job Levels



MySMPS, the members-only online community, provides a 24-hour platform for our professionals to network, stay connected, and participate in discussions. From this platform, members can also download content from the Marketing Resource Center.

MOST ACTIVE COMMUNITIES IN MYSMPS

- CPSM
 - All Chapter Leaders
 - Business Development
 - Adobe Creative(lity)
- 695** Total number of MySMPS communities
- 928** Total assets in the Marketing Resource Center

VALUE & FEEDBACK

Top Five Benefits of Membership

Our members say belonging to SMPS provides these opportunities:

- 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**

86% of our members indicate they are "very satisfied" with their SMPS membership

90% of members say their membership expectations are either met or exceeded

NOTEWORTHY

SMPS is a thriving network of professionals interested in the practice of marketing and business development for professional services firms. Here are a few noteworthy milestones that took place during fiscal year 2016–17.



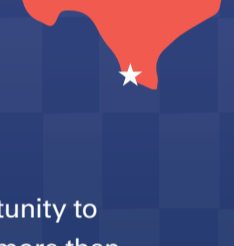
To help future Certified Professional Services Marketers prepare for the exam, SMPS offered Roadmap to Certification. Since inception, 77 percent of participants who took the CPM exam passed—that's **17 percent higher than the overall average**.

MARKENDIUM continues to be the go-to, comprehensive educational resource for the successful practice of marketing and business development. In addition to accessing the six-book series, participants can discover 100-plus topics that perfectly combine **e-learning and professional development** on MARKENDIUM Online Learning.



The SMPS Marketing Communications Awards program hit an incredible milestone last year by celebrating its **40th anniversary**. This program, which recognizes excellence in marketing and communications by professional services firms, received the most entries since 2008.

During the fiscal year, SMPS launched the development of its newest chapter, SMPS Rio Grande Valley. Located in McAllen, TX, and representing members within southern Texas, this new chapter will bring the total number of SMPS chapters to **58 in the United States and Canada**.



Hosted by our chapters, SMPS regional conferences provided members the opportunity to learn and **network** within specific geographical areas. During fiscal year 2016–17, more than **1,450 members** attended seven regional conferences.

PROFESSIONAL DEVELOPMENT

It was a noteworthy year for professional development as SMPS focused on a variety of programs to help our members and their firms win business. We continued to offer our Prepare to Win virtual series, webinars, and seller-doer workshops. The Pinnacle Experience catered to senior-level marketing professionals and thought leaders. And Build Business provided additional professional-development experiences and networking opportunities.

Other Highlights of Our Educational Programming Included:

45,393 People attended 1,173 programs held by SMPS HQ and SMPS chapters.

3,120 Members have participated in the six Lunchtime Learning Labs.

579 Face-to-face and virtual workshops were held and focused on marketing, certification, business development, proposals, and technical tools.

BUILD BUSINESS. 762 ATTENDEES
Build Business in Indianapolis attracted 762 attendees and started a day earlier for additional professional development and networking.

A corporate training initiative was developed for Turner Construction that included face-to-face and virtual programming for **53 OF THEIR EMPLOYEES**.

RESEARCH

SMPS and the SMPS Foundation deliver research, marketing intelligence, and analysis to help members and their firms stay competitive and improve bottom-line results.

SMPS Foundation Reports

During fiscal year 2016–17, the SMPS Foundation developed critical industry- and professional-related research reports.

Publications include:

- “Pull Marketing in Action: How A/E/C Clients Use Websites To Find and Vet Service Providers”
- “Measuring for Success: A Look at Hit Rates & Other KPIs in the A/E/C Industries”

These reports, and an upcoming research topic selected through the Txt2Give initiative, would not have been possible without generous support. In total, the SMPS Foundation received **\$39,800 donations** during fiscal year 2016–17.

SMPS Marketing Compensation and Metrics Survey

Close to **850 marketing and business development professionals** entered data on compensation, benefits, and firm metrics, up from **700 total participants** during the previous reporting period. After entering at least 40 percent their data, members can access filtered reports to benchmark their metrics against their A/E/C peers' information. To date, this has been the largest sampling of A/E/C marketing and business development compensation available to support members in their quest to stay competitive in the marketplace.

ADVANCING THE PROFESSION

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

Our Fellows Recognition Program, which includes more than **100** professionals, serves as a resource to provide insights, ideas, and mentoring.

The Society's knowledge base and member expertise continued to be recognized by affiliate organizations. In particular, AGC and NAIOP shared SMPS thought-leadership content with their members on a regular basis through their websites and newsletters.

The 40th Annual SMPS Marketing Communications Awards recognized companies who created outstanding communications for A/E/C firms. This long-standing program provided exposure for firms by showcasing their work within an online gallery and at Build Business.

72 Finalists

237 Entries

60 Jurors

20 Volunteers