FLIP THE SCRIPT. JOIN SMPS TODAY.

Transform your career and your firm.
ARE YOU READY TO TAKE YOUR CAREER TO THE NEXT LEVEL?
Yes, there are several organizations that cater to the A/E/C industries. And there are quite a few marketing associations focused on marketing, advertising, and design. But SMPS is the only organization that brings together marketing and A/E/C in order to transform the way A/E/C firms attract, gain, and retain new business.

In the not-so-distant past, many A/E/C firms relied solely on reputation and word of mouth, and that was enough to keep winning new projects and generating new income. But as competition increased, and technology made it easier to research and compare vendor partners, differentiating your firm from the competition became increasingly important. Critical, even.

Whether it’s being able to clearly articulate your firm’s key differentiators or being recognized as a subject matter expert in certain markets, SMPS helps its members develop the skills to transform the way businesses do business. And we can do the same for you.
Many times, the A/E/C marketer belongs to the smallest department in the firm, which can feel a bit isolating. SMPS brings together like-minded professionals from different disciplines and a wide range of firms, all sharing common goals and challenges. Most SMPS members cite this sense of community as their number one reason for getting and staying involved.

SMPS starts with membership in your local chapter, but there are additional opportunities at different levels. From the Southeast to the Pacific Northwest, and all points in between, SMPS has more than 7,000 members who enjoy a wide variety of career-bolstering benefits:

**Build your network.**
It's not who you know. (Okay, maybe it is.) SMPS connects you with other A/E/C professionals looking to share ideas and best practices from all types of firms, large and small, multidisciplinary and specialized. You'll not only get to know other experts in your community, but from across North America.

**Sharpen your skills.**
SMPS is the go-to resource for marketers who want to further their education and evolve their skillset. Marketing teams come to SMPS not to find clients, but to develop the skills to go after clients. If you want to grow and develop your marketing team, SMPS is a game changer.
Earn your stripes (AKA professional certification).
Once you meet certain industry criteria, you’ll have the opportunity to become a Certified Professional Services Marketer (CPSM). It not only demonstrates your experience and knowledge in the industry, it’s recognized (and required) by many firms looking to fill marketing roles.

Gain leadership opportunities.
Especially earlier in your career, you don’t always get a chance to lead a committee, plan an event, or manage a budget. SMPS gives you opportunities to lead and excel at various levels.

Differentiate your firm.
By understanding and mastering the six domains of practice for professional services marketing, you’ll learn how to position your firm (and yourself) for success.

Advance your career.
Even if you hadn’t planned on a career in marketing, SMPS professional development curriculum gives you the opportunity and knowledge base to do truly valuable work.

Amplify your influence.
SMPS offers opportunities to learn, lead, and connect to become a more influential player in your organization.
“SMPS creates a network of empowerment and support. Everyone is really interested in helping one another navigate the tricky A/E/C industries.”

Danielle Gray, DG Marketing
Content Marketing Strategist
Ultimately, SMPS exists to provide opportunities to its members so that they can bring practical and leading-edge knowledge and skills back to their firms.

We’re raising the bar for the A/E/C industries.
SMPS Foundation
Gone are the days of fuzzy numbers and guessing at the efficacy of marketing efforts. Get acquainted with the work of our foundation, which investigates and evaluates marketing efforts in the A/E/C industries and delivers valuable research and insights. Stand out and begin to generate leads through marketing with innovative strategies proven effective in our industries.

Resources
MARKENDIUM, also known as the SMPS Body of Knowledge (BOK), is the comprehensive educational resource for the successful practice of marketing and business development in the A/E/C industries. From our Marketer journal to our educational programming, from industry surveys to our marketing compendium, SMPS keeps you up to date and in the know.

Conferences
SMPS hosts a variety of conferences at the local, regional, and society-wide level. Build Business is our annual conference, where members come together to learn, network, and recharge. The Pinnacle Experience is another premier event, geared toward senior-level A/E/C marketers and designed around the needs of firm leaders. Check your chapter’s website for local and regional conference information.

Recognition
Being recognized by your industry peers is a longstanding tradition of SMPS. Our annual accolades include the Marketing Communications Awards, Fellows Recognition, Chapter President of the Year, and many others.
Marketing, meet business development.

If you ask ten A/E/C professionals to define marketing and business development, you’d probably get ten different answers.

SMPS defines “marketing” as the process of creating firm awareness. Building and differentiating your brand. Driving business development activities. And anticipating, identifying, and satisfying client objectives to achieve profitable business goals.

Business development is considered a component of marketing, the process of identifying clients and business opportunities, developing relationships, and securing profitable work for your firm.

In today’s most successful A/E/C firms, marketing and business development work hand in hand. SMPS helps lead that charge. Through education, networking, and mentoring, our members are able to implement best practices that help attract and retain both clients and employee talent.
What’s the value of SMPS membership?

It’s a question we often get from A/E/C professionals and firm leaders. What’s the real value of SMPS? Simply put, SMPS membership puts you in the company of hundreds of other leading A/E/C firms who have made marketing and business development a priority. As the industries and technology continue to evolve, SMPS will continue to lead the way with the latest tools, resources, and opportunities. To help keep you and your firm well ahead of the curve.

GROW YOUR NETWORK AND YOUR CAREER.
JOIN SMPS TODAY.