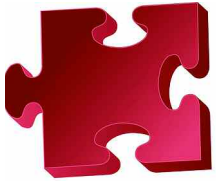
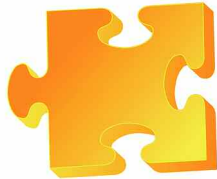


# The Professional Marketing Forum

All the pieces needed for a great association...



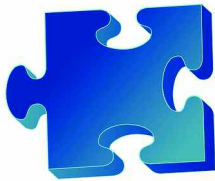
**Knowledge sharing** - both socially at events and through articles in *Professional Marketing* magazine



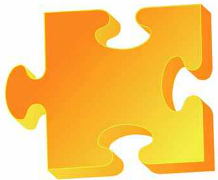
**Focused** - Exclusively for professional services marketers, business development and PR professionals



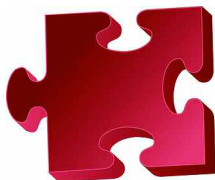
**Local network** - A community of like-minded professionals to meet and share best practice in a non-competitive environment



**Educational** - Low cost training by online webseminar plus Snapshot research surveys and *Update* eNewsletter



**Low cost membership** - Corporate membership by country includes *PM* magazine, access to online Article Bank



**Global reach** - Events held in 16 cities worldwide with over 5,000 members in 30 countries



But don't just take our word for it...

"An invaluable forum for networking, sharing ideas and learning. Essential for every professional marketer. Use it!"

Sue Murdoch – Pinsent Masons

"Provides a high quality service. The training workshops and webinars have been particularly valuable ... Great networking too"

Katie Hart – Hogan & Hartson

"Membership of the PM Forum is a pre-requisite for anyone serious about their career"

Tim Percival – Nabarro

"The PM Forum is a critical resource for those that lead marketing in professional services ... a vital tool"

Jan Anne Dubin – Baker & McKenzie

"Membership is a must ... The programs, magazine, and e-newsletter provide valuable information that will provide a return on your investment in the association"

Eileen Monesson – Cowan, Guteski & Co.

"Probably the only such source of inspiration, knowledge and experience in professional services marketing in the world"

Patryk Zamorski – Salans

# Professional Marketing Forum

Where ideas and topics that affect marketers on a daily basis are discussed and best techniques are found

The Professional Marketing Forum is a regionally-based cross-industry members' association formed in 1996 with over 5,000 members, dedicated to raising the standards of marketing and enhancing the credibility of marketers working in professional service firms worldwide.

## How do you and your firm benefit?

- National corporate membership means *professional marketing* magazine, voted the number one benefit by members each year, is available to all employees who sign up as members.
- All members can access some 3,500 articles previously published in *pm* magazine and the directory of members both on-line.
- Speaker events with networking opportunities on topics such as: 'Pro-active and creative marketing campaigns', 'KAM', 'Measuring marketing effectiveness', 'Client satisfaction', 'CRM', 'Effective networking'.
- Webseminars bringing together members across the globe and an annual member-only conference.
- Lower membership rate for small professional services firms (less than 100 employees).
- Free advertising of your firm's marketing vacancies on the Forum's on-line Job Bank – normal price to recruitment consultants: \$400.
- Global group on LinkedIn and regular research surveys.
- Events in UK, USA, Canada, Germany, Ireland and CEE.

**PM Forum – Making your job a little easier**



# PM Forum Canada Registration form

**PM Forum** Canada membership is **corporate** with dues based on the number of Canadian-based employees. A sliding scale of dues applies in the first year, together with a one-time membership joining fee. All memberships renew on 1 January.

## PRIMARY CONTACT DETAILS

Name: ..... Position .....

Firm: ..... Type of firm: .....

Address: .....  
 Total Canadian firm headcount .....

Tel: ..... Fax: ..... E-mail: .....

I agree for my details to be included in the Members' Directory (only accessible to other members)

**PRICE TABLE**

**Size of professional services firm**  
(Canadian headcount including partners)

		<b>Under 100</b>	<b>100-500 *</b>	<b>500-1,000</b>	<b>Over 1,000</b>
<b>Joining month</b>	<b>Dec/Jan</b>	\$300	\$500	\$750	\$1,200
	<b>Feb/Mar</b>	\$260	\$430	\$650	\$1,040
	<b>Apr/May</b>	\$220	\$360	\$550	\$880
	<b>Jun/Jul</b>	\$180	\$290	\$450	\$720
	<b>Aug/Sep</b>	\$140	\$220	\$350	\$560
	<b>Oct/Nov 2010</b>	\$100	\$150	\$250	\$400
<b>PLUS</b>					
	<b>Joining fee</b>	–	\$50	\$75	\$100

*Prices valid until October 2010*

**NOTE: \* Marketing consultants, vendors or non-PSF organisations are charged a flat rate equivalent to a firm with 100 to 500 employees.**

## PAYMENT DETAILS

Please enclose a check made payable to **Practice Management International LLP** or pay by Visa/Mastercard/AmEx (please circle one)

Cardholder name: ..... Amount: \$ .....

Card number: ..... Expiry date: .....

**Signed** ..... **Date** .....

A receipt will be sent out automatically

### Please let us know why you joined the PM Forum:

- pm* magazine     
  Regional events     
  Recommendation     
  Job Bank  
 Web site     
  Article Bank     
  Other .....

Please return this form, along with your payment, to:

**PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ, UK**  
**Tel: +44 20 7786 9786 Fax: +44 20 7786 9799 admin@pmforumcanada.com**  
**www.pmforumcanada.com**

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