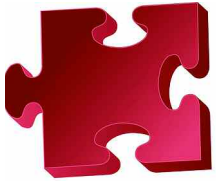
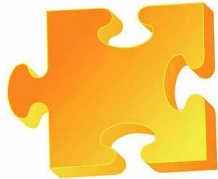


# The Professional Marketing Forum

All the pieces needed for a great association...



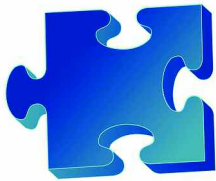
**Knowledge sharing** - both socially at events and through articles in *Professional Marketing* magazine



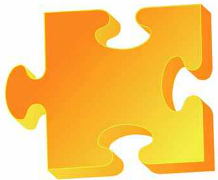
**Focused** - Exclusively for professional services marketers, business development and PR professionals



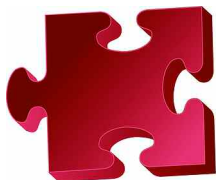
**Local network** - A community of like-minded professionals to meet and share best practice in a non-competitive environment



**Educational** - Low cost training by online webinar 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...

*"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

*"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

# 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.
- Free speaker events with networking opportunities across the US on topics such as: 'Pro-active and creative marketing campaigns', 'Raising the profile of your firm', 'Measuring marketing effectiveness', 'Client satisfaction', 'CRM', 'KAM'.
- 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 USA Registration form

PM Forum USA membership is **corporate** with dues based on the number of US-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 USA

..... 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

(US headcount including partners)

		Under 100	100-500*	500-1,000	Over 1,000
Joining month	<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 pmf@pmint.co.uk**  
**www.pmforumusa.com**

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