

The logo for Professional Services Marketing Group (PSMG) features the lowercase letters 'psmg' in a bold, yellow, sans-serif font. The letters are contained within a white rectangular border.

professional services  
marketing group

## 6 Good Reasons to Sign up for PSMG Membership

**Knowledge:** receive updated bulletins and newsletters featuring best practice, information on leading edge marketing trends and the latest techniques and marketing news across the professions.

**Networking:** mix with peers and gain new ideas, learn of new practices and increase your profile – all of which will benefit business growth.

**Information:** access to a developing and comprehensive list of articles and information straight from your desk via our website, [www.psmg.co.uk](http://www.psmg.co.uk)

**Professional Skills:** Our comprehensive national seminar programme and training courses will sharpen individual skills, enhance performance, improve morale and increase staff retention. The discounts we offer will allow you to recoup the membership fees alone. All PSMG seminars qualify for CPD points, assisting you and your firm's overall training and development programmes.

**Recognition:** Demonstrate to your clients the calibre and professionalism of your team. Show your team your commitment to them. What better motivation than an employer who invests in their future.

**Discounts:** accrue a variety of discounts on services, publications, benchmarking/market reports, conferences, agency searches to name but a few.

For further information on how to become a PSMG member and how to benefit from the variety of membership deals and opportunities, please contact Michael Sugg at [marketing@psmg.co.uk](mailto:marketing@psmg.co.uk) or admin at [admin@psmg.co.uk](mailto:admin@psmg.co.uk) Tel: 01799 528227