



PROFESSIONAL SERVICES  
MARKETING GROUP

The **hub** for professional services marketing



## PSMG membership benefits 2018/19

PSMG MEMBERSHIP - BENEFITS SUMMARY

# PSMG Membership

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## Events & Networking

Directors Breakfast  
Annual Conference  
Access to extensive International affiliates  
Opportunities to host events



## Knowledge & Connections

Magazine & Knowledge Bank  
Job Bank  
Mentoring & Best Practice (New)  
Research & Benchmarking (New)  
Speaking Opportunities  
Writing Opportunities in Magazine



## Learning & Qualifications

Training days  
Bespoke courses (New)  
CIM Professional Services Qualification (New Syllabus)  
Professional Services Marketing Handbook (New Publication)

# PSMG Membership Savings & Exclusive Access

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## Events & Networking

- ✓ 50% off seminar prices
- ✓ Speaking and hosting opportunities
- ✓ Invitation only
- ✓ £100 off conference price
- ✓ Affiliate discounts



## Knowledge & Connections

- ✓ Magazine and Knowledge Bank free to members
- ✓ Writing opportunities
- ✓ Discounted advertising
- ✓ Invites to contribute
- ✓ 50% off adverts
- ✓ Member access



## Learning & Qualifications

- ✓ Up to 50% off training prices
- ✓ 10% off book list price



# PSMIG MEMBERSHIP BENEFITS

# PSMG Membership Details

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## **Lunchtime seminars**

Our popular lunchtime seminar programme runs for most weeks of the year. We continue to attract the highest calibre speakers and receive excellent feedback on the programme. Limits on audience size ensure a high level of engagement, questioning and networking at every session. Members have first option on speaking and hosting opportunities.

## **Director breakfasts**

Attendance is by invitation and only extended to senior in-house marketing directors, partners and heads of department. The roundtable forum allows senior marketers to meet their peers and share ideas.

## **Managers Breakfasts:**

For those Managers who wish to learn from senior experts in our sector on how to progress from Manager level to Director level and to position your personal brand.

# PSMG Membership Details

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## **Annual conference**

The largest annual professional services marketing conference in Europe sees around 150 delegates discuss and share ideas on the latest developments in our industry. Our next conference will take place in March 2019.

## **International affiliates**

We run active affiliations with like-minded associations around the world, including the LMA in the USA, APSMA in Australia and Asia, PSMC in Dubai, Robus in Israel, and PMN in Germany. These affiliations offer discounts on local membership and conference attendance and speaking opportunities for PSMG members.

## **Magazine & Knowledge Bank**

Our quarterly magazine is now regarded as the market leader and continues to explore topical issues written by experts in areas relevant to our industry. Members are invited to contribute, either by writing articles or by sharing news from their firms. Following positive feedback we have switched to publishing an e-magazine and all articles from previous issues are available in our Knowledge Bank on the website.

# PSMG Membership Details

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## **Job Bank**

We run a popular Job Bank and issue a daily alert on available new positions. Members are offered preferential rates to advertise any vacancies.

## **Mentoring & Best Practice (*New*)**

We have launched a new members service “Managing to Lead” which allows access to senior in-house practitioners in our industry to act as mentors and course leaders. This series will also help members identify and connect with peers on best practice across a range of topical issues and marketing and business development disciplines in order to progress their careers from Manager to Director level.

## **Research & Benchmarking**

We work closely with leaders in their field to bring latest research and benchmarking to our community. This helps marketing leaders in our industry to learn more about best practice in peer firms and the expectations and needs of clients.

# PSMG Membership Details

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## **Training days**

Alongside our popular lunchtime seminars, we also run a programme of intensive training days. Recent examples include Developing a Growth Strategy and the very popular Pricing Masterclass. Members are invited to recommend topics and speakers they would like to see included in the programme.

## **Bespoke courses**

While Training days are open to all members, we are also now able to design and deliver bespoke courses for members. The combination of our event organisation experience and knowledge of experts and training providers in our industry makes us an ideal partner for members seeking to design and deliver tailor-made courses. Professor Malcolm McDonald is PSMG's non-executive Chairman and Academic Advisor.

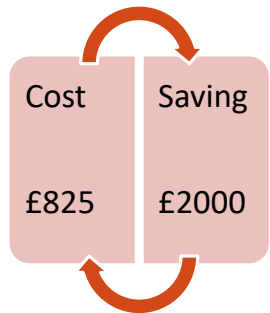
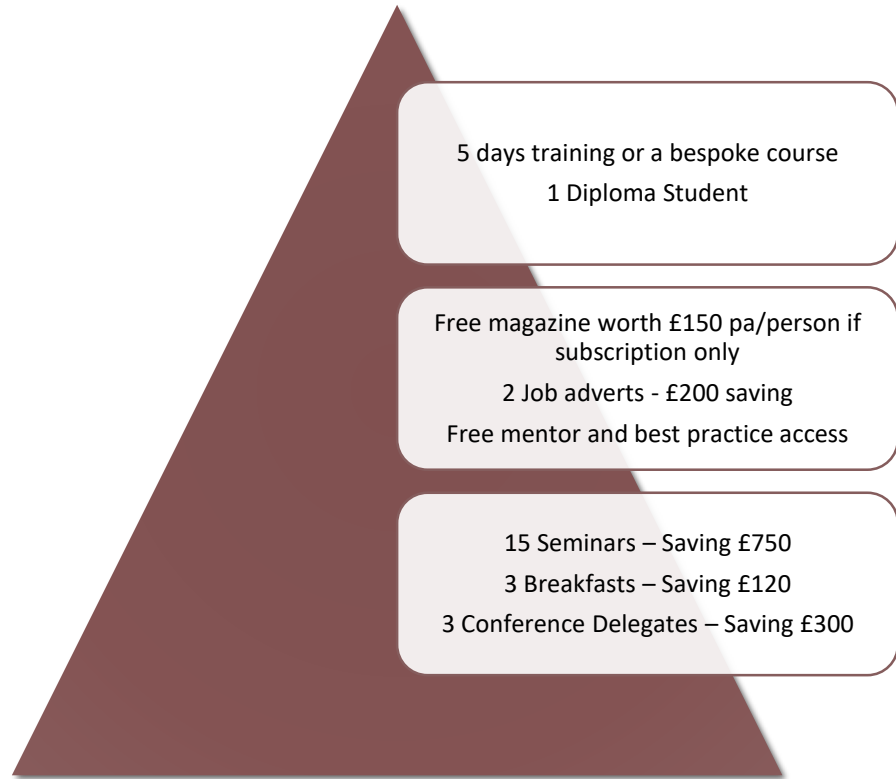
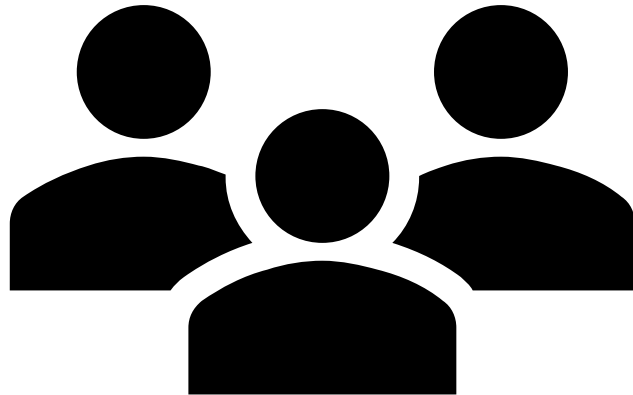
## **CIM Professional Services Qualification (New Syllabus)**

We have partnered with Cambridge Marketing College for a number of years to be the only provider of the professional services pathway to the Chartered Institute of Marketing (CIM) qualifications at certificate, diploma and post-graduate level. The new CIM syllabus now allows us to deliver a new course, which is more tailored for professional services marketers and will, for the first time, introduce a client development and key account management module. Professional Services Marketing Handbook ( New Publication)

*PSMG was instrumental in the publication of the new Professional Services Marketing Handbook and the editor of the Handbook is Nigel Clark a non-executive Director.*

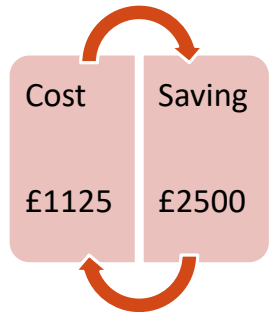
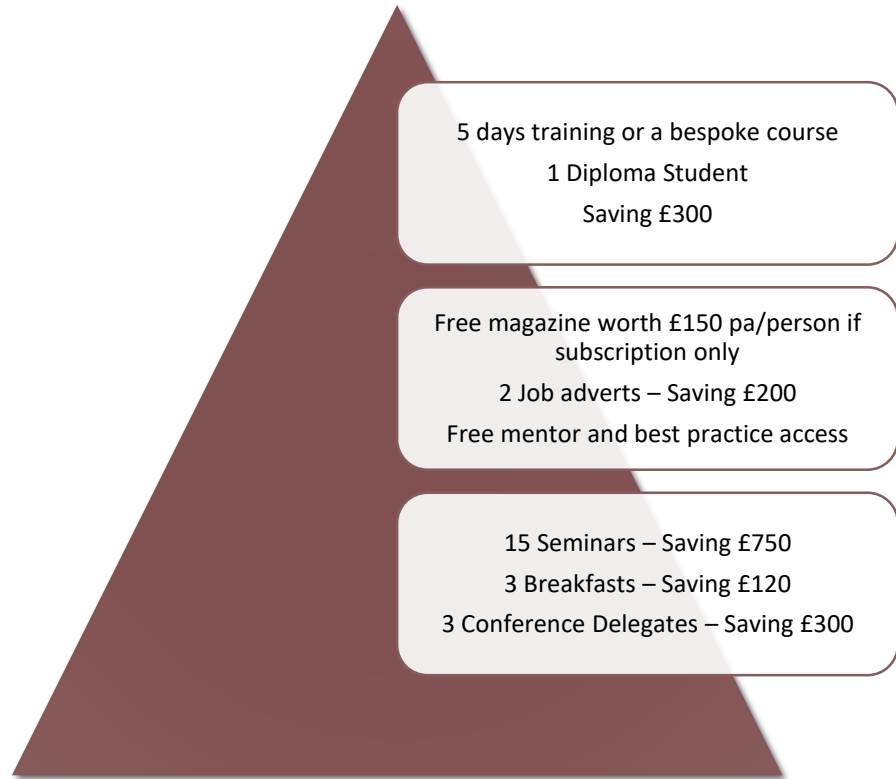
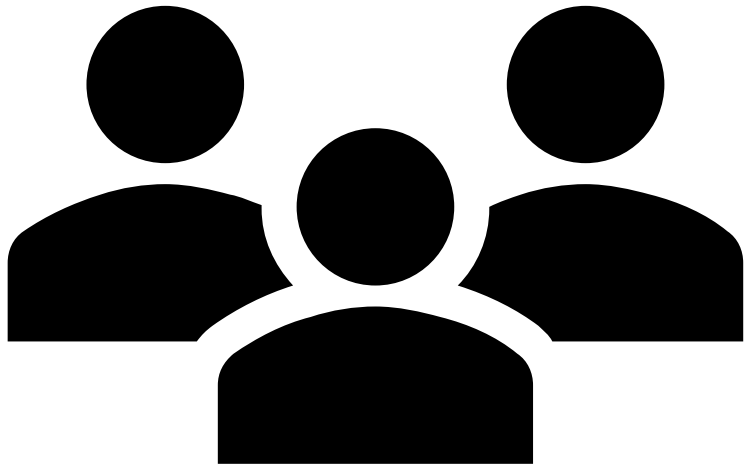


# PSMG 3-5 Corporate Members Membership Example



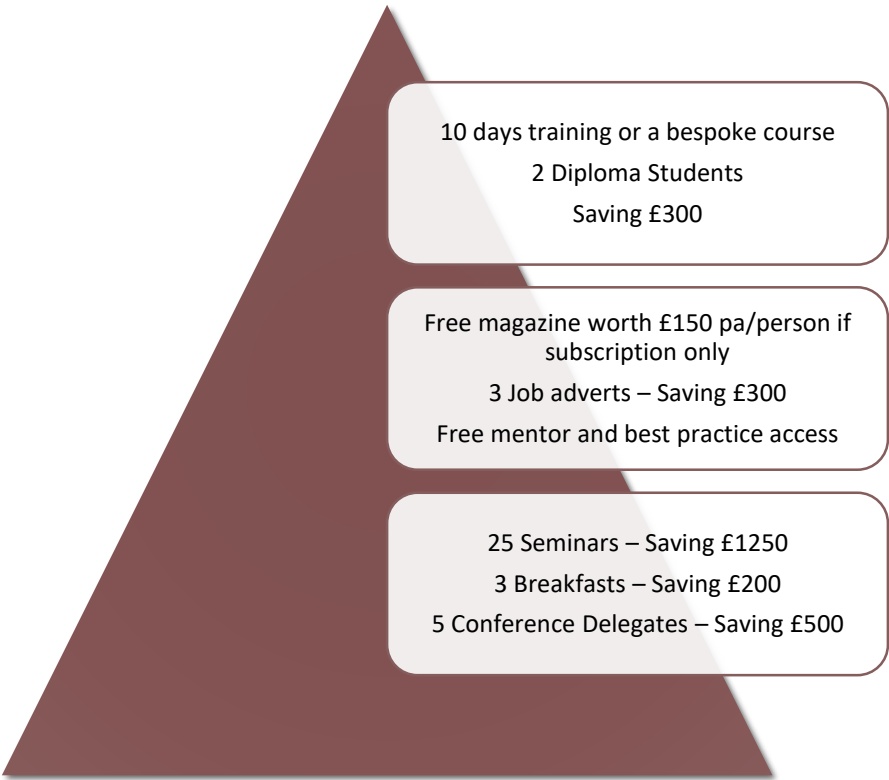
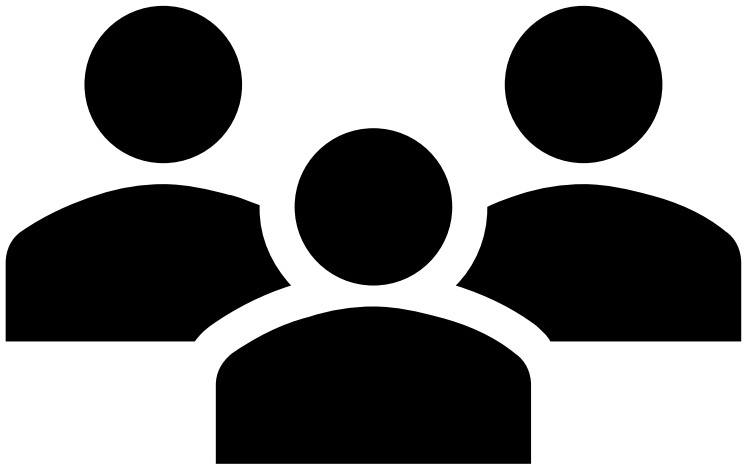
\*Membership is on a rolling basis

# PSMG 6-10 Corporate Members Membership Example



\*Membership is on a rolling basis

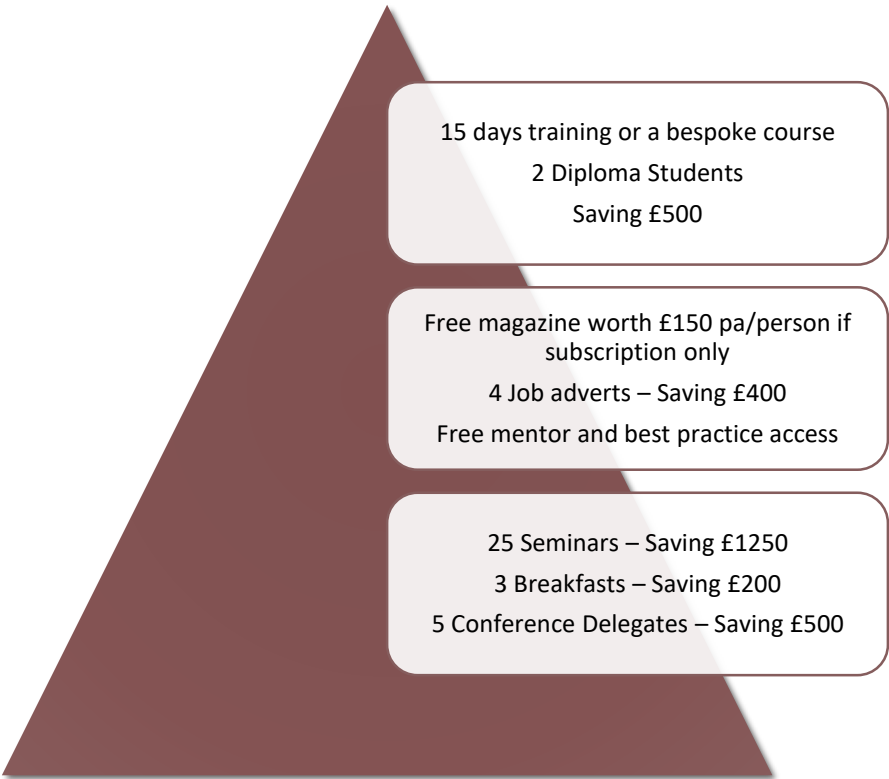
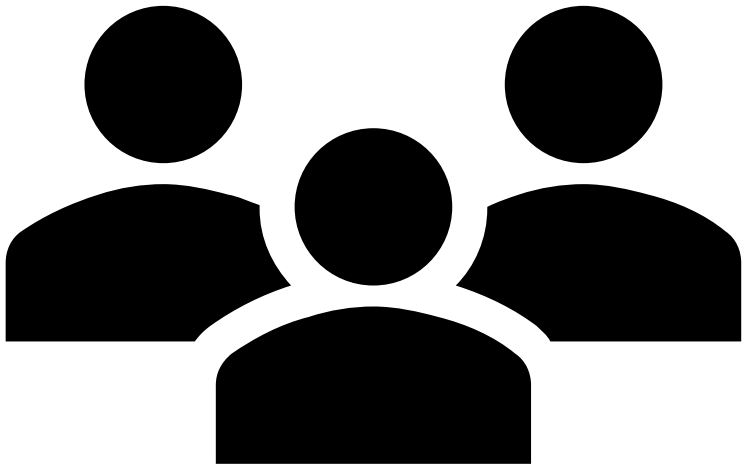
# PSMG 11-15 Corporate Members Membership Example



Cost	Saving
£1525	£4000

\*Membership is on a rolling basis

# PSMG 16-25 Corporate Members Membership Example

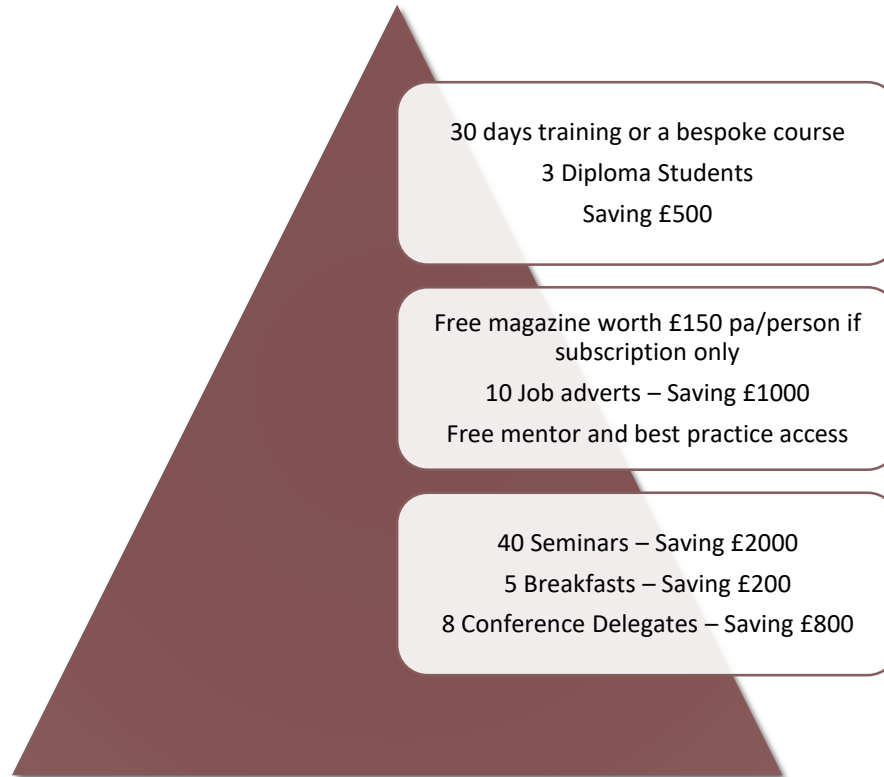
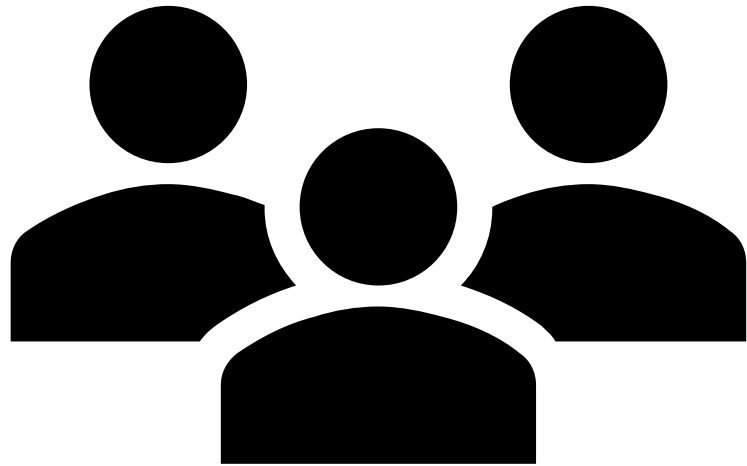


Cost	Saving
£1725	£5000

Two orange curved arrows forming a circle around the table, one pointing from Cost to Saving and the other from Saving to Cost.

\*Membership is on a rolling basis

# PSMG 26-200 Corporate Members Membership Example



Cost	Saving
£2545	£9000+

Two orange curved arrows forming a circle around the table, one pointing from Cost to Saving and the other from Saving to Cost.

\*Membership is on a rolling basis



**Gail Jaffa**

Before arriving in London more than 23 years ago, I practised as a lawyer for many years in Birmingham. I also worked for over 8 years with a very well respected international marketing consultant, Leigh Dance of ELD International, running the London office. In 2009 I bought PSMG from the original members taking on the role of Managing Partner responsible for the strategic direction and longevity of the Group.



**Nigel Clark**

I have been with PSMG for many years and I am a non-executive director. I am an experienced professional services marketer and the editor and lead author of the new Professional Services Marketing Handbook. I am also the Course Director at Cambridge Marketing College for the professional services pathway to the CIM qualifications.



**Bianca Constantin**

I am a multilingual recent graduate from the University of Leeds, with 4 languages under my belt. Prior to moving back to London, I studied BA Sociology and Spanish with a year in Spain, Barcelona Area.

I have recently joined PSMG, taking on the role of Office Manager responsible for the administrative side of the Group. As a millennial, I am a creative individual and I work closely with Gail to grow the continued success of this vibrant community.



**Malcom McDonald**

I have been working closely with PSMG for many years and I am a non-executive Chairman and Academic Advisor. Until 2003, I was a Professor of Marketing and Deputy Director of Cranfield University School of Management, with special responsibility for E-Business.

**PSMG MEMBERSHIP – YOUR TEAM**