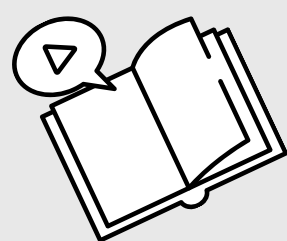


PSMG MEMBERSHIP BENEFITS



1 COMPLIMENTARY PLACES

Corporate members benefit from being able to attend a certain number of seminars during the 12 month membership period on a complimentary basis. The number is dependent upon the membership band.



2 CENTRUM

The PSMG Magazine is now regarded as the market leader as we continue to explore topical issues from many authors considered to be experts in their field. Centrum, The PSMG Magazine, is produced in digital format quarterly. Read the Summer edition here.

3 AUTHORS FOR THE MAGAZINE

We continually seek contributors and priority is always given to members (especially corporates) and editorial cannot be purchased. Everything is commissioned on merit. This highlights the work the firm is doing.



4 EVENTS PROGRAMME

PSMG continues to offer members a broader and frequent monthly programme including half day and full day workshops, Masterclasses educational and training seminars, and we are continuing to attract the highest calibre of speaker.

5 SPEAKING OPPORTUNITIES

These are reserved for members only.



6 REFERENTIAL BOOKING AND LOWER RATES

To attend our seminar programme, ½ and full day workshops and Masterclasses and of course The PSMG Annual Conference. We keep membership fees low and operate a “pay as you go” system. This is much fairer on all members as you only pay for those you wish to attend and are not subsidising the wider membership base. Members pay less than 50% of the attendance fee.

7 THE PSMG ANNUAL CONFERENCE

The PSMG is the leading conference in the sector attracting delegates from the UK and overseas. Once again, priority for speaking opportunities, sponsorship and booking is given to members.



8

HOST AN EVENT(S)

Where a member firm hosts, then anyone from the firm can attend on a complimentary basis and the firm's name appears on all promotional material.

**9**

KNOWLEDGE BANK

This is online and only accessible to members and they can submit articles/reports research on an ongoing basis for publication. This brings greater awareness of the firm's work to the marketing community.

10

JOB BANK

We have an online dedicated Job Bank should you wish to advertise any vacancies in the future. Once again preferential rates apply for members.

**11**

CIM ACCREDITED PROFESSIONAL SERVICES MARKETING PATHWAY

Qualifications are exclusively available through PSMG. PSMG is the only organisation allowed by the CIM to alter their modules to be professional services specific. These are available by attendance or distance learning.

12

APPRENTICESHIP TRAINING SCHEME

We have launched a brand new initiative with our partners, Cambridge Marketing College. All firms with a salary bill of over £3m can take advantage of our training courses for free. There are no hidden costs. Payment is drawn down from the firm's Government levy account.



This does not mean you need to take on an apprentice. These courses are for new recruits or existing colleagues. No age limit! More details can be given on application. No other membership organisation is offering this.

Any of our above courses can be offered bespoke and run within the offices of any interested firms. Fees are negotiable.

13

EXCLUSIVE AFFILIATIONS

We have an exclusive and extensive network of international affiliates including the US (LMA), Australasia (ICON formerly APSMA), Europe, and the Middle East (Israel and Dubai) and PSMG Jersey. PSMG members can take advantage of some of our affiliates membership benefits, such as the member rate to attend overseas Conferences.

