



# Maximise your marketing results with PM Forum

The goal of the PM Forum is to ensure your professional life is made easier through distilling knowledge, insight and resources, needed to help you perform your role and develop your skills, status, career and network.

**Knowledge sharing** – Enhance your marketing strategies and personal effectiveness through awareness of best practice

**Influential** – Increased internal credibility based on your contribution to management at your firm and your client relationships

**Inspirational** – Powerful insights on how best to lead growth at your firm

**Networks** – A stellar group of leading firms from across the professions

**Supportive** – Validation of marketing trends, less loneliness and isolation in a disruptive world

## What our members say:

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

Sue Murdoch – Pinsent Masons

*“An invaluable source of information for every professional marketer”*

Kirsty Gallagher – Freeths

*“All professional marketers working in the legal sector or other professional services should become part of the PM Forum”*

Lizzie Heffer – Thrings

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

Katie Hart – Allen & Overy

*“PM Forum has always been my preferred network because of the strategic level of content, the seniority of attendees and for adding real value.”*

Catriona Russell – Goodman Jones

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

Patryk Zamorski – Dentons

Visit [www.pmforum.co.uk](http://www.pmforum.co.uk) or call 020 7786 9786

# PM Forum

The PM Forum is a regionally-based professional body formed in 1996 with over 4,000 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 from national corporate membership?

- **PM magazine**, voted the number one benefit by members each year, is available to all employees on demand.
- All members have online access to over 4,800 articles previously published in **PM** magazine.
- **Educational events** with networking opportunities in **Dublin** at **no extra cost**. Held on topics such as: 'KAM', 'Winning new business', 'Measuring marketing effectiveness', 'Digital and social technology', 'Client care and satisfaction', 'CRM', 'Raising the profile of your firm'.
- **PMF Advice** – access knowledge and help to avoid hours of research or dead ends.
- Regular **research** surveys and **benchmarks**.
- Eligibility to attend annual member-only **conference** and regular **training** workshops.
- All events recognised by CIM for CPD purposes.
- Global group on **LinkedIn**.
- **Events** also take place across the UK.

**PM Forum – Insight and inspiration for professional marketers**

## PM Forum Ireland Registration form



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

### CONTACT DETAILS

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

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

Address: .....

VAT/tax Total Irish  
..... number ..... headcount .....

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

### PRICE TABLE

Size of professional services firm (Irish headcount including partners)

	Under 50	50-250*	250-500	Over 500	
Joining month	Dec/Jan	€350	€700	€1,050	€1,470
	Feb/Mar	€290	€580	€880	€1,160
	Apr/May	€230	€460	€700	€950
	Jun/Jul	€180	€360	€550	€740
	Aug/Sep	€120	€250	€370	€520
	Oct/Nov	€80	€170	€250	€420
<b>PLUS</b>					
	<b>Joining fee</b>	40	€70	€100	€150

Prices valid until October 2018

**NOTE: \* Marketing consultants, vendors and non-PSF organisations** are charged a flat rate equivalent to a firm with a 50 to 250 headcount.

### PAYMENT DETAILS

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

Cardholder name: ..... Amount: € .....

Card number: ..... Expiry date: ..... Security code: .....

Signed ..... Date .....

A receipt will be sent out by return

Please let us know why you are joining PM Forum:

- PM** magazine     Regional events     Recommended by.....  
 Training courses     Article Bank     Other .....

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

**PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ, UK**

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