

7

reasons to join the PM Forum in 2007



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Supportive

- Sharing best practice, common problems and issues through networking, articles, debates, working parties and discussion groups
- A global network, listed in a common directory, to call on for help and guidance

High quality

- Leading marketing magazine since 1993
- Leading UK conference – now in 11th year
- Leading providers of marketing training
- Leading knowledge bank with over 3,000 keyworded articles

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Member led

- Marketers from over 100 firms serve on local committees
- All events member only
- Regular member research

Low cost

- Corporate membership by country includes at no extra cost: *PM* magazine, attendance at any speaker events and advertising on the Job Bank
- Reduced rate for small professional services firms

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Local focus, global reach

- Committees in 25 cities worldwide select local speakers based on local research
- Over 4,000 members in 20 countries

Influential

- Sister association to the Managing Partners' Forum
- Regular surveys of leading 200 marketers globally
- Events recognised by CIM

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Innovative

- First professional services marketing magazine (*pm*)
- First Marketing Awards
- First to hold events in Central & Eastern Europe, Germany, Ireland

Make 2007 the year you join the PM Forum

PM 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 members' association 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?

- 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 3,000 articles previously published in pm magazine and the directory of members both on-line.
- Free speaker events across the UK – no attendee fee. Over 60 held annually on topics such as: 'Pro-active and creative marketing campaigns', 'Measuring marketing effectiveness', 'Client care and satisfaction', 'CRM', 'Dealing with the media', 'Effective networking'.
- 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 accessed by over 2,000 marketers a week – normal price to recruitment consultants: £250.
- Annual member-only conference, web seminars and dinners plus training workshops on over 20 topics annually.
- Events recognised by CIM for CPD purposes.
- Events in USA, Canada, Germany, Ireland and CEE.

PM Forum – Making your job a little easier



PM Forum UK Registration form

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

PRIMARY CONTACT DETAILS

Name: Position

Firm: Type of firm:

Address:

..... Total UK
..... firm headcount

Tel: Fax: E-mail:

PRICE TABLE (TO NOVEMBER 2007) PLUS VAT

Size of professional services firm (UK headcount including partners)

	Under 100	100-500*	500-1,000	1,000-2,000	2,000-4,000	Over 4,000	
Joining month	Dec/Jan	£200	£400	£800	£1,200	£1,600	£2,800
	Feb/Mar	£170	£340	£680	£1,020	£1,360	£2,380
	Apr/May	£145	£290	£580	£870	£1,160	£2,030
	Jun/Jul	£115	£230	£460	£690	£920	£1,610
	Aug/Sep	£90	£180	£360	£540	£720	£1,260
	Oct/Nov	£60	£120	£240	£360	£480	£840
PLUS							
Joining fee	-	£50	£100	£150	£200	£250	

PLUS VAT

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 cheque made payable to **Practice Management International** or pay by Visa/Mastercard/Switch/AmEx (please circle one)

Cardholder name: (remember name: Amount: £ to include VAT)

Card number: Switch Card Expiry date: Issue No:

Signed Date

A VAT receipt will be sent out automatically

Please let us know why you joined the PM Forum:

- pm magazine Regional events Recommendation Job Bank
 UM training courses Article Bank Other

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

PM Forum, Warnford Court, 29 Throgmorton Street, London EC2N 2AT
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