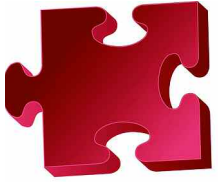
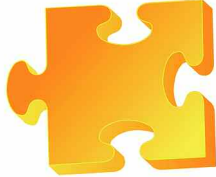


The Professional Marketing Forum

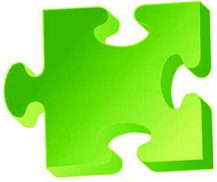
All the pieces needed for a great association...



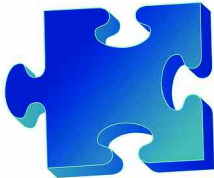
Knowledge sharing - both socially at events and through articles in *Professional Marketing* magazine



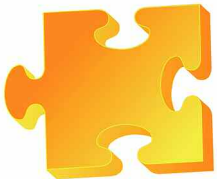
Focused - Exclusively for professional services marketers, business development and PR professionals



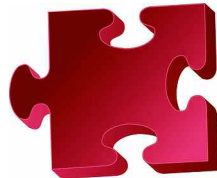
Local network - A community of like-minded professionals to meet and share best practice in a non-competitive environment



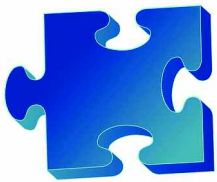
Educational - Low cost training, both online and face-to-face, plus Snapshot research surveys and *Update* eNewsletter



Low cost membership - Corporate membership by country includes, at no extra cost, *PM* magazine, access to online Article Bank and attendance at any speaker events



Global reach - Events held in 16 cities worldwide with over 5,000 members in 30 countries



Influential - Sister association to the high profile Managing Partners' Forum



But don't just take our word for it...

"An invaluable forum for networking, sharing ideas and learning. Essential for every professional marketer. Use it!"
Sue Murdoch – Pinsent Masons

"Provides a high quality service. The training workshops and webinars have been particularly valuable ... Great networking too"
Katie Hart – Hogan & Hartson

"Membership of the PM Forum is a pre-requisite for anyone serious about their career"
Tim Percival – Nabarro

"The PM Forum is a critical resource for those that lead marketing in professional services ... a vital tool"
Jan Anne Dubin – Baker & McKenzie

"Membership is a must ... The programs, magazine, and e-newsletter provide valuable information that will provide a return on your investment in the association"
Eileen Monesson – Cowan, Guteski & Co.

"Probably the only such source of inspiration, knowledge and experience in professional services marketing in the world"
Ptryk Zamorski – Salans

Professional Marketing 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 5,000 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 3,500 articles previously published in **pm** magazine and the directory of members both on-line.
- Free educational speaker events with networking opportunities in Dublin. Held on topics such as: 'KAM', 'Measuring marketing effectiveness', 'Client care and satisfaction', 'CRM', 'Raising the profile of your firm', 'Effective networking'.
- Regular research surveys.
- Lower membership rate for small professional services firms (less than 50 employees).
- Free advertising of your firm's marketing vacancies on the Forum's on-line Job Bank – normal price to recruitment consultants: 350 euros.
- Annual member-only conference and regular training workshops in London plus regular web seminars.
- Events recognised by CIM for CPD purposes. Global group on LinkedIn.
- Events in UK, USA, Canada, Germany, Ireland and CEE.

PM Forum – Making your job a little easier



PM Forum Ireland Registration form

PM Forum Ireland membership is **corporate** with dues based on the number of Ireland-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:

VAT/tax number: Total country firm headcount

Tel: Fax: E-mail:

I agree for my details to be included in the Members' Directory (only accessible to other members)

PRICE TABLE IN EUROS

Size of professional services firm (Irish headcount including partners)

	Under 50	50-250*	250-500	Over 500	
Joining month	Dec/Jan	250	500	750	1,000
	Feb/Mar	210	425	635	850
	Apr/May	170	350	520	700
	Jun/Jul	130	275	405	550
	Aug/Sep	90	200	290	400
	Oct/Nov 2010	50	125	175	250
PLUS					
Joining fee	–	50	75	100	

SPECIAL OFFER: Once a firm has signed up for five European countries, those based in other European countries can join free of charge.
(For this purpose 'Europe' includes the Middle East and Africa.)

Prices valid until October 2010

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

PAYMENT DETAILS

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

Cardholder name: Amount: euros

Card number: Expiry date:

Signed Date

A 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, 422 Salisbury House, London Wall, London EC2M 5QQ, UK

Tel: +44 20 7786 9786 Fax: +44 20 7786 9799 pmf@pmint.co.uk www.pmfirland.com

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