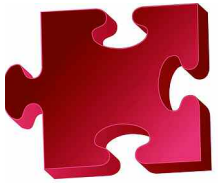
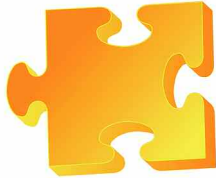


The Professional Marketing Forum

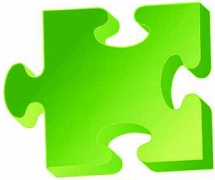
All the pieces needed for a great association...



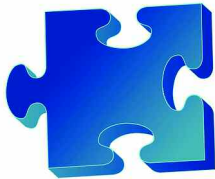
Knowledge sharing - through articles in *Professional Marketing* magazine



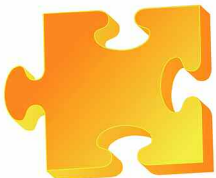
Focused - Exclusively for professional services marketers, business development and PR professionals



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



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



Low cost membership - Corporate membership by country includes *PM* magazine and access to online Article Bank



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"

Patryk 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.
- Webseminars bringing together members across the globe and an annual member-only conference.
- Lower membership rate for small professional services firms (less than 50 employees).
- Regular research surveys.
- Free advertising of your firm's marketing vacancies on the Forum's on-line Job Bank – normal price to recruitment consultants: 350 euros.
- Global group on LinkedIn.
- Events in UK, USA, Canada, Germany, Ireland and CEE.

PM Forum – Making your job a little easier



PM Forum Registration form

PM Forum membership is **corporate** with dues based on the number of employees based in each country. 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 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

Size of professional services firm (local headcount including partners)

| | Under 50 | 50-250* | 250-500 | Over 500 | |
|---------------|--------------|---------|---------|----------|------|
| Joining month | Dec/Jan | £75 | £100 | £200 | £300 |
| | Feb/Mar | £68 | £90 | £180 | £270 |
| | Apr/May | £61 | £80 | £160 | £240 |
| | Jun/Jul | £54 | £70 | £140 | £210 |
| | Aug/Sep | £47 | £60 | £120 | £180 |
| | Oct/Nov 2010 | £40 | £50 | £100 | £150 |
| PLUS | | | | | |
| Joining fee | – | £50 | £75 | £100 | |

These rates are not applicable to those based in US, Canada or Europe. Please use the relevant form.

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: £

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 Webseminars Recommendation Job Bank
 Website Article Bank Other

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

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