



# PM Forum

## Here's what you get as a PM Forum member

- Membership in a **global marketers' association** with 3,000 members in the law, accounting, consulting and real estate industries. The PM Forum is dedicated to raising the standards of professional services marketing and to enhancing the credibility of marketers.
- A subscription to **professional marketing North America** magazine, the leading magazine of its kind.
- A **Web site** that includes an article bank, job openings, events calendar, the Strategic Listserv, consultant listings, a worldwide news feed, a resource list, an e-Newsletter, and an online store with books, CDs, tapes, videos, competitive intelligence and more.
- **Daily e-Clippings** with news about your firm plus one competing firm, drawn from 400 web sites relevant to the professions.
- Starting in 2004, **meetings across North America** in Atlanta, Boston, Chicago, Dallas, Houston, Los Angeles, Miami, New York, Philadelphia, Phoenix, San Francisco, Toronto, Washington DC and other metro areas.
- **Web seminars** on compelling topics like How Marketing Can Add Value and Using CRM Systems to Get More Business.
- **Annual directory** of members
- **Annual national conference** in Chicago
- **Corporate membership**, allowing unlimited Additional Members per country.
- **Branches** in the UK and Europe.

## Here are the kind of articles you can look forward

### Virtual Campaign, Real Results

Nobody expects a rock video to announce an office relocation. That's why Preston Gates' virtual open house and office tour developed for its new Orange County office was so effective in capturing the imagination of clients.

### Stepping Out of the Traditional

Bass, Berry & Sims' approach was definitely non-traditional. A print ad was created to grab the attention of the entertainment industry and to show the firm as not quite so staid and stogy as they had been depicted in the past.

### A Cover-to-Cover Read

Most firm brochures are not read by clients and go directly into the round file. But by focusing on clients instead of themselves, Pillsbury Winthrop created an Annual Review that attracted a very favorable response.

### A Ten-Point Marketing Checklist

With increased competition, marketers can't afford to miss a trick. Here's a checklist of what you need to stay aware of to ensure that your 2004 marketing program is complete.

### Networking for Professionals

While networking can be a very effective way to market your services, if you think it is an inexpensive undertaking, think again. Done improperly, it can waste enormous amounts of time and money.



## PROFESSIONAL MARKETING North America

Benefit from the wisdom of some of the most experienced practitioners in the field of professional services marketing.

**pmNA** magazine is only available to members of the PM Forum.

**Don't put off joining.**  
**Just complete the registration form on the next page and send it to us.**  
**We will do the rest.**



# PM FORUM REGISTRATION FORM

Name

Position

Firm

Type of firm

Address

Tel  Fax  E-mail

Full membership in the PM Forum costs \$480 (renewable at January 1) plus a one-time \$50 admission fee. First-year membership is on a sliding scale – you pay from the month you join (see pricing table which includes admission fee).

**I would like to join the PM Forum and receive *professional marketing* magazine, access to past articles on-line and e-Clippings for \$ .....**  
(see pricing table which includes admission fee). LMA members are eligible for a 10% discount.

I am interested in  North American or  Global membership.  
(please check as applicable)

I enclose a check made payable to **Professional Marketing North America**

I would like to pay by Visa/Mastercard/AmEx (please circle as appropriate)

Cardholder name: .....

Address .....

Card number: ..... Expiration date: .....

**Signed** ..... **Date** .....

Please invite these colleagues from my firm to Forum meetings (invites are e-mailed unless requested otherwise)

Name	Position	Direct tel	E-mail
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Please send us information on events in the following areas:

- Atlanta     Boston     Chicago     Dallas     Houston     Los Angeles     Miami  
 New York     Philadelphia     Phoenix     San Francisco     Toronto     Washington DC     Web seminar

Please let us know what made you want to join the PM Forum:

- pm* magazine     Local meetings     National conference     e-Clippings  
 Web site     Corporate membership     Other.....

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

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