



Society for Marketing
Professional Services

Northeast Ohio

About SMPSNEO

SMPSNEO is the premier community for individuals and organizations looking to expand their business acumen, relationships and sales leads in the Northeast Ohio design and construction industry. We provide a variety of programs for membership each month, ranging from networking and education to interaction with targeted clients. Included in our ranks are architects, engineers, construction managers, general contractors, subcontractors and any number of specialty consultants. With approximately 70 members and nearly 60 companies represented, SMPSNEO provides our membership with the resources and relationships to substantially benefit their business.

About National

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals for the A/E/C industry. Our mission is to Advocate, Educate and Connect our members, with one another and with strategic business opportunities. Through networking, business intelligence, and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS offers its members professional development, leadership opportunities, and marketing resources to advance their careers.

SMPS was founded in 1973 by marketers as The Society of Bird-doggers, a name that refers to the task of seeking out new business opportunities. At that time, increased competition and changes in professional regulations made marketing professional services both acceptable and necessary. SMPS grew out of the need for marketers to have a place to meet and exchange ideas. Since then, the Society has grown to over 6,000 members in 58 chapters throughout the US.

Becoming a Member

If you aren't here, you are missing out.

SMPS is open to anyone seeking educational exploration and continuing education, networking, cultivating and building relationships, adding value to personal and professional advancement within the A/E/C industry.

The Northeast Ohio chapter of SMPS is focused on serving the specific needs of the Cleveland, Akron, Canton and surrounding markets. Formed in 2001, SMPS Northeast Ohio has grown to a membership of over 75 local industry leaders in Architecture, Construction and Engineering. Through luncheons, morning educational sessions, mentoring and networking events held in the morning and evenings, our diversified program offer an array of opportunities to learn new business trends, network and make connections with potential clients, customers, owners and employers.

A membership provides the opportunity for:

- Professional Development
- Events for every level and skill
- Membership Directory (National and Local)
- Committee Involvement
- Mentorship Program
- Certified Professional Services Marketer (CPSM) Study Program and Certification
- Business Leaders Forum
- Awards Programs
- Career Assistance / Job Bank
- Chapter Library
- Heartland Regional Conference
- National Conference

Benefits of Membership

Not only does a membership offer access to local industry opportunities, SMPS is a national organization with more than 5,800 members with endless opportunities for advancement. Members can gain access to national job listings, further educational resources, certifications, and volunteer opportunities on a national level.

- Access to the SMPS Career Center
- Access to student scholarships and original research funded by the SMPS Foundation
- Networking with SMPS groups on www.mysmps.org, Facebook and LinkedIn
- Membership in the local chapter to make contacts, develop leadership skills, and build a resume
- Access to the Marketing Resource Center (www.smps.org/mrc) containing information on and resources for professional services marketing
- A subscription to SMPS Connections, the Society's e-newsletter, to stay abreast of what's happening nationally in SMPS
- A subscription to Marketer, the Society's bimonthly journal, which delivers original, knowledge-based content on innovative marketing, management, and leadership strategies; case studies; and lessons learned