SMPS

Society for Marketing Professional Services

SMPS SEATTLE

STRATEGIC PLAN 2015 - 2017

SMPS MISSION:

To advocate for, educate and connect leaders in the building industry and create business opportunities.

SMPS SEATTLE CHAPTER VISION:

SMPS Seattle's vision is for professional service firms in the built environment to recognize SMPS Seattle as their most trusted resource for building business and achieving success.

SMPS SEATTLE

CHAPTER GOALS & OBJECTIVES:

ADVOCATE

Foster ambassadorships with principal-level industry/community associations that elevate the value of marketing and BD professionals

SAVE $$$

Sustain nine months worth of operating budget, reinvest excess into our members.

+10%

Expand student membership by 10% by 2017.

EDUCATE

+20%

Grow our CPSM certified members to 20% of membership by 2017.

Provide streamlined, effective communication that establishes SMPS Seattle as an industry thought leader.

Expand relevance of educational offerings and increase perceived value of education programs to both marketers and their firms

CONNECT

Build a strong volunteer team leading to depth, knowledge, and a strong succession plan.

Engage 75% of members in roundtables by 2017.

Offer fun, relevant networking events that attract a range of industry professionals and foster relationships and business opportunities.

Implement a formal mentorship program by 2017.

Grow our membership (including increasing member retention) to 270 by 2017.