

# Programs 2011 - 2012

## MarketSectorPrograms

October 12.....Hang your Hat on LI: Housing Market

November 9.....Saved by the Bell: K-12 Initiatives

January 11.....R+D = Opportunity

March 14.....Flyin' High: Airport Marketing Strategies

April 18.....Night on the Town: Thriving Downtowns

## SpecialEvents

December 8.....Holiday Happening

May 9.....Marketing Mayhem

## MarketingToolsSeries

September 28.....Maximizing Your Potential:  
Building Value within your Firm

November 30.....Collateral Materials: Can software  
streamline your process and increase  
efficiency?

February 8.....The Write Stuff: Proposal & Technical  
Writing for YOU!

June 13.....Research is More than Googling

# Why Join

**SMPS**

**Society for Marketing  
Professional Services**

**Long Island**



- Networking/Association/Affiliation
  - Hone your BD/Marketing Skills
  - Mentoring Relationships
- Gain Recognition in Your Industry
- Interface with Industry Leaders and Market Players
  - Member Networking and Social Events
- Panels, Programs, and Events Held Each Month
  - National and Regional Conferences
  - Training Seminars and Workshops
- Marketing Communications Awards Program
- Publications – SMPS Bookstore, Marketer Magazine
  - Member Blogs and Marketing Forums
  - SMPS Member Directory
  - SMPS Speakers Bureau
  - CPSM Certification



## Programs 2011-2012

**We have a fantastic lineup of events for the coming year. Please mark your calendars, and watch for announcements with further details!**

**For more information about SMPS programs, please visit us online at [www.smpsli.org](http://www.smpsli.org) or contact Mary-Ellen Cocchi at 516.484.1020 or [maryellen.cocchi@leapc.com](mailto:maryellen.cocchi@leapc.com)**