

CPSM Study Group Orientation Meeting

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Learn About the CPSM Certification Process

Whether you are a marketer or business developer, learning the skills necessary for CPSM certification will help you take your organization to the next level.

This workshop series study group is for you, if you:

- Are ready to test your marketing skills and want to start preparing for the CPSM
- Are curious about the CPSM and want to know what it takes to earn it
- Have been in the industry awhile and realize additional credentials will take your career to the next level

SMPS' Certified Professional Services Marketer (CPSM) is recognized as an individual who has met a rigorous standard of experience and expertise in marketing professional services and who agrees to adhere to the ethics and responsibilities of the profession as outlined in the CPSM Code of Ethics.

As an added value for our dedicated members and to affirm our commitment to career advancement, the DC Chapter is once again offering exam fee reimbursement for any DC Chapter member that completes the workshop series and passes the CPSM exam within the 2008 calendar year.*

Sign up today this Orientation Meeting to learn the details of our upcoming FREE Study Workshop Series.

To make your reservation, please visit our website for online registration at www.smpsdc.org. Walk-in registration will be accepted.

For any additional questions please contact Susan Merrigan at 202.955.3213 / sbmerrigan@leoadaly.com.

We hope to see you there!

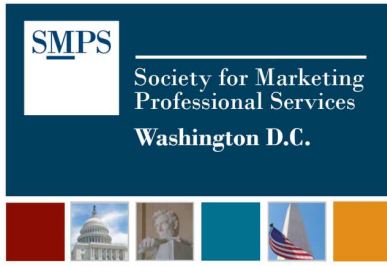
When:
Wednesday, April 30, 2008
4:00 – 5:00 pm

Where:
LEO A DALY
1201 Connecticut Avenue, NW
12th Floor Training Room
Washington, DC 20036

(Metro: Farragut North, Farragut West, or Dupont Circle)

Cost:
Free

SMPS recognizes ADA requirements at all programs. Please contact us in advance to make necessary accommodations. Although payments and contribution to the SMPS- DC are not tax deductible as charitable contributions for federal income tax purposes, they may be deductible as ordinary and necessary business expenses under other provisions of the Internal Revenue Code.



CPSM Study Group Workshop

Workshop for Certification

SMPS – DC Chapter is offering its membership a completely FREE Study Review Workshop Series in preparation for the CPSM exam. All participants must be eligible to apply for the CPSM certification with the 2007 calendar year. These classes are offered as study review and will be lead by CPSMs who will offer additional insight and experience.

Eligibility:

- A bachelor's degree or advanced degree plus 4 years experience in marketing or business development for firms providing professional services
- An associate's degree plus 6 years experience in marketing or business development for firms providing professional services
- Without a degree, 8 years of experience in marketing or business development for firms providing professional services

Cost:

- Application Fee: \$195
- Examination Fee: \$250 online
- Books: \$345 for recommended full set

Application:

- Personal Data Inventory
- Employment History Inventory
- Candidate References (3)
- Official College Transcript or notarized copy of diploma

Examination Format:

- Online exam
- 150 multiple-choice format questions with four options

CPSM Application Process:

Each attendee is responsible for all deadlines, paperwork, fees, and the cost of study materials for the CPSM certification process – and should visit SMPS National website for specific forms and more details: <http://www.smeps.org/>.

Schedule of Classes:

DATE	DOMAIN	LOCATION
Wednesday, May 7 3:30 – 5:30 pm	Domain 1 – Marketing Research Domain 2 – Marketing Plan	LEO A DALY 1201 Connecticut Ave., NW 12th Floor Training Room Washington, DC 20036 (Metro: Farragut North, Farragut West, or Dupont Circle)
Wednesday, May 14 3:30 – 5:30 pm	Domain 3 – Client/Business Development Domain 4 – SOQ/Proposals	
Wednesday, May 21 3:30 – 5:30 pm	Domain 5 – Promotions Domain 6 – Information Resources and Org Mgmt.	
Wednesday, May 28 1:30 – 5:30 pm	Power Review Session	
Wednesday, June 4 2:30 – 5:30 pm	Online Test	

*This one-time CPSM exam fee reimbursement offer is valid only for DC Chapter members that 1) attend all Workshop Series (4) classes – no exceptions or substitutions; and 2) earn a passing grade within the 2008 calendar year.