Membership Benefits

Your Strategic Advantage in A/E/C Marketing & Business Development

Why SMPS Matters

In the architecture, engineering, and construction (A/E/C) industry, successful firms don't just build — they build relationships. SMPS is the only association dedicated exclusively to marketing and business development professionals in A/E/C. Membership connects you to a supportive, knowledgeable community of peers who are committed to growth, leadership and collaboration.

What You Get as a Member



- **Connect and Grow Your Network**
  Gain access to a broad network of A/E/C owners, principals, marketers, business developers and allied professionals. Build relationships, identify teaming partners, uncover referral opportunities, and raise your firm's profile. Participate in chapter events, national conferences and online peer communities.
- **Learn What Works in A/E/C**
  Attend learning labs, webinars, conferences and workshops tailored exclusively to professional services marketing in A/E/C. Access the SMPS Body of Knowledge, white papers, salary surveys, and the award-winning Marketer journal. Earn the respected Certified Professional Services Marketer (CPSM) credential to enhance your career trajectory.
- **Advance Your Career and Strengthen Your Firm**
  Advance your career with the SMPS Career Center, compensation and salary data, job-board access and recruiting resources. For firms, membership signals a commitment to excellence, supports retention and talent development, and enhances visibility among key decision-makers.
- **Exclusive Members-Only Online Tools and Resource Library**
  Access MySMPS — the members-only online platform for resource libraries, peer connection, discussion forums, and searchable directories. Download templates, sample plans, checklists, studies and research through the Marketing Resource Center.
- **Lead, Share, and Be Recognized**
  Step into leadership by serving on chapter-level or national committees, speaking at programs, publishing articles or volunteering. Build your personal brand while elevating your firm. Submit campaigns for SMPS awards — visibility and recognition that doubles as a business development asset.
- **Save with Member Discounts**
  Enjoy reduced pricing on chapter programs, regional conferences, and national events. Many chapters estimate hundreds of dollars in annual savings. Members also receive free or discounted access to members-only programs, including the "Launch Into Learning" bundle for new members and other learning assets.

Who Should Join?

SMPS is for anyone involved in growing A/E/C firms:

- Marketing and business development professionals
- Principals and firm leaders
- Allied consultants and service providers

If your role includes winning work, managing client relationships, leading proposals, strengthening brand visibility, or building partnerships, then SMPS is your professional home!

smps® Connecticut

Ready to Grow?

Joining SMPS isn't just about adding a line to your resume. It's about investing in your professional future, your firm's growth, and your industry leadership. Connect, learn, lead, and succeed with SMPS CT!