



Society for Marketing
Professional Services

Utah

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Marie O'Quinn, CPSM
Marketlink
801-671-9839

CPSM Study Group

Our Next Study Group will begin in January 2012!

Your marketing skills are vital to the lifeline of your firm. Every day you further your company's growth by identifying new project opportunities, developing business relationships, and getting your company's name in front of prospective clients. That is your job as a professional services marketer. SMPS, the recognized leader in education and information for marketing professional services, offers a credential that recognizes your achieved marketing expertise, the Certified Professional Services Marketer (CPSM).

Join us in January for an Information Session to learn about the program and the details of the Study Group. The Information Session will cover:

- The CPSM Program & Eligibility
- The Study Group Process
- Required Materials
- Study Group and Testing Schedule

Schedule Information Meeting: Tuesday, January 10, 2012, 12:00pm

Location Henricksen/Butler Offices - 249 South 400 East Salt Lake City, UT 84111

Cost Free to attend. Registration will be available soon.

Eligibility We encourage interested candidates to apply to sit for the CPSM Examination, as the application process can take some time. More information about the application process will be provided at the Information Session.



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To sit for the CPSM Examination, candidates must be proficient in the knowledge and skills identified in the SMPS Domains of Practice for Professional Services Marketers. Each candidate must meet the following requirements:

- Possess a bachelor's degree or an advanced degree plus four years of experience in marketing or business development for firms providing professional services, **or**
- Possess an associate's degree plus six years work experience in marketing or business development for firms providing professional services, **or**
- Without a degree, have eight years of experience in marketing or business development for firms providing professional services
- In addition, all candidates must pledge to abide by the CPSM Code of Ethics.

Exam

Offerings

The CPSM Exam will be offered at the following dates and locations.

- 2012 SMPS National Build Business, July 11-13, 2012, Hyatt Regency, San Francisco, time to be determined.
- September 2012, SMPS Utah will host an exam day to be determined at the Study Group Informational Session.

For those who have already participated in a study group or who have been preparing for the exam individually, it will be offered at the 2012 Southwest Regional Conference, February 29,

Box 526226 • Salt Lake City, Utah • 84152-6226

www.smpsutah.org



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2012 at the Westgate Park City, time to be determined.

In addition, an applicant can utilize one of the Chapter's CPSM's to act as a Proctor and take the exam at their office or the Proctor's office.

- Kevin B. Franson, CPSM, Franson Civil Engineers
- Michael P. Raddon, CPSM, Spectrum Engineers
- Kimberly C. Johnson, CPSM, MHTN Architects, Inc.
- Michael T. Buell, CPSM, MHTN Architects
- Shannon L. Bond, CPSM, Stanley Consultants
- Marie E. O'Quinn, CPSM, MARKETLINK
- Keri W. Hammond, CPSM, MARKETLINK
- Amy M. Mayberry, CPSM, Company AP

Contact

Julee Attig, Henriksen/Butler
(801) 994-6383 / jattig@hbdg.com