



# 2015-2016 EDUCATION SERIES SPONSORSHIP OPPORTUNITIES

## PROFESSIONAL DEVELOPMENT WORKSHOP SERIES

SMPS Professional Development Workshops are highly interactive programs hosted by national industry marketing and business development superstars. Workshops vary from two-hour to full day programs. **Conference speakers from across the country visit Sacramento to provide expert advice** on topics such as:

- Negotiation and Conflict Resolution for the A/E/C industry
- Public Relations, Social Media, and Communications
- Selling in a Post-Recession World and Writing in Teams
- Techniques to Empower Your Technical Professionals to be Business Development Rockstars
- Training your Seller/Doer's (networking, relationship building, etc.)
- Presentation and Interview Skills

## WEBINAR SERIES

SMPS Sacramento hosts 90-minute seminars for marketing, business development, support, and technical staff members of professional service organizations. The sessions are presented by national industry marketing and business development experts covering hot topics, best practices, and special interests. The Webinar Series is held at local SMPS member offices and provides convenient, affordable, continuing education for busy professionals. **What typically costs about \$200 per firm, instead only costs \$15/\$30 (member/non-member) per person.** Attendees gain access to valuable professional development and networking opportunities.



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SMPS Sacramento promotes each Education event through multiple e-blasts to a mailing list of 1,500+ A/E/C professionals and client representatives.

## PROFESSIONAL DEVELOPMENT WORKSHOP SERIES SPONSOR

\$1,000 / series

(multiple sponsorships available; average attendance of 40 persons)

- Firm name and logo on event materials (if any) and email announcements promoting each workshop in the series
- Opportunity to introduce firm at 1 workshop (5 minutes at podium)
- Opportunity to provide custom slide for pre-event slideshow and verbal recognition as a sponsor during welcome comments
- Logo added to scrolling sponsor bar on the SMPS Sacramento website for remainder of the calendar year
- 1 complimentary registration to a workshop of your choice

## WEBINAR SERIES SPONSOR

\$500 / series

(multiple sponsorships available;  
average attendance of 15 persons)

- Firm name and logo on event materials (if any) and email announcements promoting the webinar series
- Verbal recognition at webinar
- Logo added to scrolling sponsor bar on the SMPS Sacramento website for remainder of the calendar year
- 1 complimentary registration to each webinar



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## EDUCATION COMMITTEE 2016 PROPOSED SCHEDULE OF EVENTS

**WEBINAR | Sales & Marketing Are Not the Same: Create and Leverage Your Growth-Oriented Message**

January 21, 2016  
8:00 AM to 10:00 AM

**PACIFIC REGIONAL CONFERENCE 2016**  
Hyatt Regency Indian Wells Resort and Spa

February 10, 2016  
8:00 AM to 5:00 PM

**PROFESSIONAL DEVELOPMENT SERIES | Public Relations & Social Media**

February 16, 2016  
8:00 AM to 10:00 AM

**PROFESSIONAL DEVELOPMENT SERIES | [re]wired: Selling in a Post-Recession World & Writing in Teams**

March 23, 2016  
1:00 PM to 5:00 PM

**WEBINAR | Leadership Marketing: The New Imperative for Professional Services Marketers**

April 28, 2016  
8:00 AM to 10:00 AM

**PROFESSIONAL DEVELOPMENT SERIES | Presentation & Interview Skills (Susan Murphy)**

May 19, 2016  
8:00 AM to 10:00 AM

**WEBINAR | Rebranding Your Firm: Why, What and How**

June 30, 2016  
8:00 AM to 10:00 AM

**PROFESSIONAL DEVELOPMENT SERIES | Seller-Doer Business Development Training**

July 21, 2016  
11:30 AM to 1:30 PM

**BUILD BUSINESS 2016 | Synthesis**  
Philadelphia, PA

August 10, 2016  
8:00 AM to 5:00 PM

**WEBINAR | Topic TBD**

August 25, 2016  
8:00 AM to 10:00 AM