

SMPS Sacramento New Educational Series



Domain Masters

In our quest to create engaging and industry-specific learning situations that provide solid takeaways, SMPS Sacramento has developed a new educational series for 2018 and beyond!

Domain Masters will provide a framework for education through the lens of the **SMPS Six Domains of Practice.**

Each educational event will focus on a topic that falls under one of the domains:

Marketing Research
Client+ Business Development
Promotional Activity

Marketing Planning
Proposals
Management

The learning format will include expert information and advice as well as interactive roundtable discussions, to foster collaboration and greater levels of engagement and growth at all career stages.

We look forward to seeing you at our upcoming Domain Masters events!

Learning Format

Focused Presentation

(Expert speakers/moderators and/or national webinar content)

Roundtable Discussions

Takeaways & Lessons Learned

2018 Events

April	Domain 1: Marketing Research Domain Masters Seminar + Roundtable
May	Domain 6: Marketing Management Domain Masters Seminar + Roundtable (<i>special event with incoming SMPS National President, Chris Rickman, FSMPS, CPSM!</i>)
July	Domain 2: Marketing Planning Domain Masters Seminar + Roundtable
October	Domain 3: Client & Business Development Domain Masters Seminar + Roundtable
December	Domain 4: Proposals Domain Masters Seminar + Roundtable