

SMPS

Sacramento

2018 Program

MARKETING MECHANICS

What we offer...

That is where SMPS Sacramento's **MARKETING MECHANICS PROGRAM** comes in! We are teaming with **NEW HORIZONS TRAINING CENTER** to develop a calendar year-long program to provide certified training services of InDesign and Photoshop tools to help kickstart your creativity, design templates, and provide instructions for creating commonly used marketing materials. You will learn step-by-step methods from a certified instructor and professionals in the industry while you create quality marketing deliverables for your firm.

What you can expect...

Our workshop program will alternate between New Horizons Training Program and SMPS Sacramento. New Horizons will provide the hard-skills software training and SMPS will provide the training on how to implement those skills for AEC specific purposes. For example, New Horizons would teach our members how to use layout and typography tools, and SMPS professionals would show our members how to apply those tools to create a resume or proposal section. Come learn some relevant design applications and techniques to take your marketing collateral to the next level.

We've heard you loud and clear!

Adobe InDesign and Photoshop skills are critical to advancing your firm's brand and marketing collateral, and you're ready to learn industry specific methods. As AEC marketers, we know how important it is to set ourselves apart from our competition by creating "fresh" and inspiring designs that help us win work. Creating marketing pieces with trend setting industry design elements can be hard, unless you have the right tools and skills to draw from. Program benefits include:



Use software, graphic design knowledge and application training to increase value of marketing pieces



Package Bundles allows marketers of varying skills and experience levels to attend the entire program or just the courses they need



Technical and application training to learn the hard software skills and the situations in which to use them

Package Rates

BUNDLE 1

1 New Horizons Sessions + 1 SMPS Workshop

**Member Pricing for 1-Day New Horizons Class: \$200*
Non-Member Pricing for 1-Day New Horizons Class: \$275***

BUNDLE 2

2 New Horizons Sessions + 2 SMPS Workshop

**Member Pricing for 2-Day New Horizons Class: \$350*
Non-Member Pricing for 2-Day New Horizons Class: \$500***

BUNDLE 3

3 New Horizons Sessions + 3 SMPS Workshop

**Member Pricing for 3-Day New Horizons Class: \$500*
Non-Member Pricing for 3-Day New Horizons Class: \$650***

****This includes a coupon/code/discount for the next in-house application session and encourages individuals to put what they learned from New Horizons into practice***

For more information contact:

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