



get every advantage

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American Marketing Association
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amaphoenix.org



www.randrimages.com

Your Phoenix Advantage

Welcome! Interested in learning more about what the American Marketing Association is and what AMA Phoenix, in particular, offers? You may know that AMA Phoenix is a chapter of the American Marketing Association, an organization comprised of more than 38,000 members both nationally and internationally. But what you may not know about is all of the benefits provided to you from both the national organization as well as our local AMA Phoenix chapter.

As both fellow marketers, and those who realize that marketing is a critical component of successful business, we understand the importance of staying informed of the latest advances in marketing, networking with seasoned marketers to learn how to improve our own businesses and identify great marketing resources, and being recognized for our accomplishments in the marketing profession. This is why AMA members accrue relevant benefits that are geared to helping each and every one of us achieve these goals.



ASU AMA students attend annual Shadow Day program hosted by AMA Phoenix.

This brochure was specifically designed to help you understand the value of the benefits you'll experience as an AMA member. Whether joining an on-line or in-person Special Interest Group (SIG), attending a monthly luncheon to hear senior executives talk about their approach to marketing challenges, or attending our annual Spectrum Awards that recognize the brightest marketing talent in the Valley, we hope you'll see that choosing to become an AMA member is a very easy decision. If you have any questions about any of the information you've read about in this brochure, please ask an AMA board member - we'd be happy to answer your questions!

The Best Marketers Continue to Grow

If you want the information advantage, grow with AMA Phoenix. Every month you'll learn something new. We give you access to local and national marketing executives who share their expertise at our monthly luncheon on the 4th Wednesday of every month. Learn from respected leaders on key trends, new technology, current research and case studies. Recent luncheon speakers have included executives from Fender, PETSMART, the Phoenix Mercury and Cox Communications.

During the Summer, you can also go back to school with AMA Phoenix for an in-depth seminar program. Go beyond the 4 P's of marketing and find out how to be successful in today's economy, and with today's technology. We offer specialized training June through September.

Free to AMA members, we also present panel discussions for locally formed Special Interest Groups (SIGs). The SIG programs create a dialogue among members and with featured panelists where you'll gain valuable insight in a casual format. The Tech SIG meets quarterly. We are forming a new SIG for Hispanic marketing in 2005, and plans are under way for other new SIGs.

To see the AMA Phoenix event calendar, go to amaphoenix.org.



Daryl Travis, CEO of Brandtrust, talks with AMA Phoenix members after his luncheon presentation.

The Best Marketers Have National Resources

The American Marketing Association is one of the largest associations for marketers with more than 38,000 members worldwide. For over six decades, the AMA has been the leading source for information, knowledge sharing and development in the marketing profession.

The AMA gives members every advantage online and in print.

Online...go to marketingpower.com and bookmark this site. You'll have access to industry leading resources, such as:

AMA Spotlight keeps you up to date on the latest buzz with monthly topics and continuously updated information.

Hot Topics explore the issues shaping marketing today...access timely articles, white papers, case studies and more.

Strategic Marketing Forum is where respected senior marketers and CMOs exchange ideas with peers.

Industry Specific has field-specific statistics, trends, articles, case studies – and they are all organized by industry.

Global Marketing holds the keys to success in today's global economy. With articles, case studies and white papers, you'll have expert insight and real-world examples that will position you and your company for global success.

Bookshelf shares synopses of business and marketing books...valued at more than \$145 – it's free to AMA members.

Member Services connects you with more than 38,000 AMA members, an extensive Marketing Services Directory, Chapter listings and more.

These are just some of the online resources, we didn't even mention the online Career Center, extensive Marketing Tools, or Best Practices section...go online and check it out at marketingpower.com.

In Print

All AMA members receive **Marketing News**, the official publication of the AMA with vital news, current trends and new developments in the marketing profession. But you also get to choose an additional magazine or research journal. Select from:

Marketing Management	Journal of Marketing Research
Marketing Research	Journal of International Marketing
Marketing Health Services	Journal of Public Policy & Marketing
Journal of Marketing	

These publications give you the finest in strategic-thinking, methodologies, practical advice and much more. If you want more than one publication, you can choose the ones you want for a nominal fee.

The Best Marketers are Connected

AMA Phoenix gives you every opportunity to get connected and be successful in the local business community. Sometimes it's not what you know – but who you know. So check out one of our events and get to know the best marketers in Phoenix.



Free to AMA Phoenix members, the TECH SIG is a great way to hear about issues facing the integration of technology and marketing.

With nearly 300 professional members, AMA Phoenix gives you access to experienced marketers in every discipline. Build your professional network with marketing directors, brand managers, Internet marketing managers, event managers, market researchers and a variety of senior level executives.

If it's one thing our members don't lack – it's social skills. Get to know your peers at our monthly luncheons, SIG programs, networking events, happy hours, annual holiday party, or at the upcoming "Behind the Scenes" after-hours events for AMA members only.



TECH SIG panelists share their thoughts with the audience.

The Best Marketers are Involved

The more you put in, the more you get out. If you want to further expand your network or develop new leadership skills, AMA Phoenix has opportunities for you. Get involved on a committee, run for a leadership position or just help out at an event. You'll be glad you did.

As a non-profit, professional association we do not have any paid staff. Rather, we have committed marketing professionals who want to strengthen the business community and marketing profession through their volunteer efforts. If you want to make a difference, consider participating on one of the following committees:



AMA members get connected at a networking happy hour.

Programming – plan professional development luncheons, SIGs, networking programs and other members only events

Hospitality – attend AMA Phoenix events and assist with registration and member resources

Membership – coordinate annual membership and retention campaigns

Marketing – promote AMA Phoenix programs and services through internal and external communications

Collegiate Relations – interact with AMA Collegiate chapters at ASU and Thunderbird, The Garvin School of International Management

Community Relations – leverage AMA Phoenix resources in the community

Information Technology – maintain CVENT registration programs and the chapter database

Spectrum – plan the annual Spectrum Awards program and event

Sponsorship – identify sponsors for chapter events while getting to know the Valley business community

Get Every Advantage

AMA Phoenix is your marketing advantage every day. The AMA is the source that you can maximize online, in print and in person. We're here to support you and be an essential resource for your success. Learn new skills, get access to critical information and get connected to the best marketers in town.

Become the best marketer in Phoenix – join AMA. **It's easy.**

click: marketingpower.com, or,
email: membership@amaphoenix.org

Professional Membership is \$195 for the first year, plus \$40 for AMA Phoenix dues. Renewal rate is \$165 per year plus \$40 for AMA Phoenix dues.

