



The Society for Marketing Professional Services  
South Florida Chapter

# SMPS Member Survey

## June 2006

The SMPS-South Florida Chapter wants to know how we can best meet your needs! Please take a few moments to fill out this survey and fax or email to:

**Juli Edwards, President-Elect, 561.994.6524, [juli\\_edwards@urscorp.com](mailto:juli_edwards@urscorp.com) no later than Friday, July 21, 2006**

**Name:** \_\_\_\_\_ (optional)      **Company:** \_\_\_\_\_ (optional)  
**Title:** \_\_\_\_\_

- How many years have you been involved in the A/E/C industry?    0-2    2-5    5-10    10+
- List three markets, in which your company has a particular interest, i.e., healthcare, educational, corporate/commercial, etc.:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- Since September 1, 2005, how many of the following programs have you attended?

Focus Groups	1-2	3-4	5-6
Forums	1-2	3-4	5-6
Luncheons	1-2	3-4	5-6

- Did you attend any Special Programs?

Marketing Manager's Workshop	Yes / No
New Client Strategies	Yes / No
Information Management Workshop	Yes / No

- Given my experience in this industry, I find the educational value of the following SMPS programs to be:

<b>Focus Groups</b>	Exceptional	Good	Average	Not useful
<b>Forums</b>	Exceptional	Good	Average	Not useful
<b>Luncheons</b>	Exceptional	Good	Average	Not useful
<b>Special Programs</b>	Exceptional	Good	Average	Not useful

**Note:** If you circled "Not useful," please explain why, i.e., "too basic," "too advanced," etc.

6. What type of program format or subject matter would you like to see presented in the future? (i.e., client panels, roundtables, relationship marketing techniques, proposal writing techniques, etc.) Please describe:

7. Would you be interested in attending social and networking events with your SMPS peers, such as:

Evening mixer held at bar/restaurant	Yes / No
Networking breakfast	Yes / No
Golf tournament	Yes / No
Tennis tournament	Yes / No
Other: _____	
Other: _____	

8. To better recognize our South Florida Chapter members, we are considering creating a Chapter awards program, similar to the Marketing Communications Awards program presented at National. Would you or your firm be interested in participating in such a program? Yes No

9. Is there any type of **new** program, networking event or service that you would like South Florida Chapter to offer? If yes, describe:

10. Would you be willing to be contacted for additional input? Yes No

If yes, provide name, phone and/or e-mail: \_\_\_\_\_

11. Are you interested in being more involved in an SMPS committee? Yes No

If yes, provide name, phone and/or e-mail: \_\_\_\_\_

Thank you very much for your time. Results of this survey will be presented in our newsletter. We appreciate your participation in helping to make our Chapter's programs more vital and relevant to our members' needs.

**Visit [www.smpssouthflorida.org](http://www.smpssouthflorida.org) for more information about the South Florida Chapter**