

FOR IMMEDIATE RELEASE

DATE: June 5, 2009

CONTACT: Mark Tawara
President, SMPS Hawaii Chapter

PHONE: 808.521.5361

EMAIL: mark @ smpshawaii.org

SMPS Hawaii June 23-25 Webinar: The Marketing Toolkit for Professional Services Firms

HONOLULU – The Society for Marketing Professional Services (SMPS) Hawaii Chapter announces its June webinar titled “The Marketing Toolkit for Professional Services Firms”.

Are your marketing efforts stuck in neutral? Are you looking for proven, battle-tested marketing tips to improve your bottom line, increase profits, and win work? View this information-packed webinar and you'll walk away with dozens of ideas to improve your marketing...today! Learn the insiders' secrets about marketing plans, branding, Web site design, and much more. And most of all, learn the top marketing mistakes services firms make-and how to avoid them.

You will learn marketing's Rule of 7 and why it's so important, understand what three marketing tools EVERY services firm must have-and how to upgrade some that are often-overlooked, discover the keys to successfully brand your services firm, and gain Web site tips to attract more traffic...and close more sales.

The presenter for this previously recorded webinar is Jay Lipe, Author, and Founder and President, Emerge Marketing LLC and the author of *Stand Out from the Crowd: Secrets to Crafting a Winning Company Identity* (Kaplan, 2006) and *The Marketing Toolkit for Growing Businesses* (Chammerson Press, 2002).

Jay started Emerge Marketing in 1994, growing the business 15-20 percent annually, and doubling its size in seven years. He has more than 20 years of marketing, business development, and branding experience, having worked for such nationally-known companies as General Mills and Novartis. Jay has delivered speeches and workshops to thousands of small businesses and Fortune 500 marketers across the country. He has also advised hundreds of services companies on ways to improve their marketing.

The webinar will be available online from June 23-25, 2009. View the webinar on any of these days, as many times as you like, at the comfort and convenience of your own home or office. Cost is \$10 for SMPS members and \$25 for non-members. To register for the event, visit www.smpshawaii.org.

Founded in 1973, SMPS has more than 6,900 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The Society and its 53 chapters benefit from the support of 3,250 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors. The mission of SMPS is to advocate for, educate, and connect leaders in the building industry.

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