

# What can AMA do for you?



The American Marketing Association is one of the largest marketing associations in the world, with over 30,000 members who work, teach and study in the field.

Becoming a member can move your career forward by connecting you with marketing knowledge, high-quality training, the latest tools and tactics, exposure to leading-edge thinking and unparalleled peer networking.

Top reasons to join the AMA:

## » Valuable Connections and Experience

AMA gives you access to a vast professional network of colleagues and industry leaders. You have multiple opportunities to connect, from virtual events to national conferences.

Your local AMA chapter connects you with marketers and learning opportunities in your own area — and offers volunteer leadership experience.

## » Innovative Tools and Resources

These members-only resources give you all the information you need, all in one place — on [www.ama.org](http://www.ama.org).

- » **AMA Marketer's Toolkit:** Dozens of templates, interactive tools and how-to guides
- » **Marketing Resource Library:** The latest research, white papers and best practices, plus an extensive archive
- » **Webcasts and Podcasts:** More than 100 on-demand discussions covering a range of marketing topics
- » **AMA e-Newsletters:** Eight newsletters that deliver timely content and expert perspectives on the latest developments in marketing



## » In-Depth Education and Training

AMA conferences and events expose you to leading-edge thinking across a broad range of industries. They range from virtual events to research conferences to intensive, two-day training sessions. All local and national events are discounted for AMA members.

## » Leading Marketing Publications

AMA magazines and journals keep you abreast of marketing trends and best practices. Membership includes a free subscription to *Marketing News* — our flagship publication — plus a specialty publication of your choice.

## » Exclusive Career Opportunities

Our online Career Resource Center offers hundreds of marketing job postings, career tips, interview and resume guidelines, and an Ask the Expert panel. AMA's Professional Certified Marketer (PCM®) program gives you a tangible way to showcase your marketing skills for clients and employers. You can earn the PCM designation by passing a comprehensive online exam covering the key areas of marketing.

Join AMA today and move your career forward!

[www.ama.org/join](http://www.ama.org/join) • 800.AMA.1150



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## AMA Member Benefits

AMA is an essential resource for any marketer. As an AMA member, you get valuable networking, education and leadership opportunities; full, unlimited access to the resources on [www.ama.org](http://www.ama.org); and a host of other benefits to help you in your work.

Benefit	Website Registrants	Professional Members	Group Members
	FREE	\$220 + \$30 Application Fee + Local Chapter Dues	4-9 Members: \$235 10+ Members: \$210 (Includes Local Chapter Dues)
Membership in Local AMA Chapter		✓	✓
Significant Discounts on Local Events		✓	✓
Significant Discounts on National Conferences and Trainings		✓	✓
Access to a Rich Local and National Network of Marketers		✓	✓
Volunteer Leadership Opportunities		✓	✓
Access to Content on <a href="http://www.ama.org">www.ama.org</a>	Limited	✓	✓
AMA Virtual Events	✓	✓	✓
Job Board Access	✓	✓	✓
AMA e-Newsletters	Limited	✓	✓
Live Webcasts and Podcasts (30-Day Access)	✓	✓	✓
Archived Webcasts and Podcasts (Unlimited Full Access)		✓	✓
Premium Content on <a href="http://www.ama.org">www.ama.org</a>		✓	✓
Best Practices and Case Studies		✓	✓
AMA Marketer's Toolkit (Interactive Tools and Templates)		✓	✓
Special Reports and Surveys		✓	✓
Marketing News Magazine (AMA's Flagship Publication)		✓	✓
Specialty Magazine or Journal of Your Choice		✓	✓
Affinity Benefits (Special Discounts on Travel, Entertainment, Business and Other Products and Services)		✓	✓
Discounted Job Board Postings		✓	✓
Discounts of 22-30% on Member Dues			✓
Discounts on Corporate Training			✓
Five \$200 Coupons for AMA National Events (For Groups of 15+)			✓

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