

INVEST IN YOURSELF:

"I tried other groups and organizations and they just weren't quite right for what I was looking for in terms of B2B Marketing. BMA has great speakers and tons of great webinars, seminars and events. I've really gotten a lot out of my membership."



Heidi Budreau
Director
Marketing Operations
Baxa Corporation

"BMA is the first place Faction Media turns for industry insights and education. It provides us access to quality programs, speakers and networking opportunities which are invaluable resources for our agency."



Dave Greves
Leader
Faction Media

"Networking as a student with the BMA was the greatest thing that helped me start my career after college. Now that I have a job, I am able to continue to strengthen my education and career with the great events BMA offers, like the Young Professionals group."

Carlo Ritschl
Marketing Specialist
Republic Financial Corporation



Colorado's Only Association
Devoted Exclusively to Excellence
in Business-to-Business Marketing

www.bmacolorado.org

HELPING PROFESSIONALS INVEST IN THEIR CAREERS

The Colorado Chapter of the Business Marketing Association (BMA Colorado) enriches the professional lives of business-to-business (B2B) marketers through exceptional education and learning-based networking events with industry experts, thought leaders and peer groups. We inspire marketers to invest in themselves and their careers by gaining the insights, skills and connections to elevate their careers within the B2B profession. BMA delivers superior, industry-specific and career-enhancing experiences.

Our members gain access to a growing collection of professional B2B resources, including many available exclusively to members. These resources, some of which are listed on the back of this brochure, are an ongoing and invaluable reference source for best practices, the latest strategic thinking and new technologies.

COMMUNITY

Through BMA you become part of a high-level B2B community of leaders, ranging from young professionals to seasoned marketing veterans.

With the demands of day-to-day responsibilities, today's professionals need a way to recharge their "inner batteries," keep up with best practices and interact with peers facing similar challenges. BMA serves as that rare community. Through networking and relevant learning opportunities, members develop a personal network to tap for new ideas and insights and suggestions on resources.

WHO MAKES UP THE BMA MEMBERSHIP?

Corporate professionals, agencies and suppliers with a B2B focus, and representing major industries and services such as telecommunications, finance, health care and manufacturing all find unparalleled opportunities among the community of leaders that comprise BMA:

- ◆ Chief Marketing Officers
- ◆ Vice Presidents of Marketing
- ◆ Directors of Marketing
- ◆ Corporate Communications Professionals
- ◆ Product Managers
- ◆ Marketing Managers
- ◆ SEO Specialists
- ◆ Creative Directors

Contact us today for more information or to join:

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BMA MEMBERSHIP MEANS:

B2B Education & Professional Development

- ◆ Monthly programs featuring nationally known speakers
- ◆ Monthly breakfast programs
- ◆ Seminars, webinars and workshops
- ◆ BMA International Conference
- ◆ Assessment, skill building and certification

Business Networking

- ◆ Meetings, programs and social events with special member pricing
- ◆ Special member-only events
- ◆ Membership and Resource Directory—online and print editions
- ◆ CareerLink – local and national B2B job and candidate listings
- ◆ BMA LinkedIn Group – exclusive to members

Recognition

- ◆ *Gold Key Awards*, Colorado Chapter
- ◆ *The B2s*, the BMA International award competition
- ◆ *Business Marketer of the Year*, BMA Colorado's highest honor to an individual in the marketing industry

Information & Resources

- ◆ Up to seven industry subscriptions
- ◆ Salary Survey specific to the Denver market
- ◆ Books to build your B2B library
- ◆ Scholarships and internships through collegiate marketing outreach
- ◆ Special member pricing on business services and products

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RECOGNITION

Members also have opportunities to receive recognition for their professional expertise and business contributions. From award galas to our speakers bureau and publishing opportunities, BMA offers numerous ways to earn well-deserved recognition.



"BMA is home to other executives who face the same challenges I do. The relationships I've built are useful, and I've met B2B practice leaders who are willing to help when I know I'm not an expert in a specific capacity."

Jennifer Nealsen
Chief Marketing Officer
Trust Company of America

JOIN B2B LEADERS AND REAP THE BENEFITS

BMA Colorado is a community of B2B marketers dedicated to enriching their professional lives through high-level, cutting-edge education and networking with other industry thought leaders. Our monthly membership events allow B2B marketers to gain valuable skills, insights and connections that will make them more successful. Join today to discover the BMA difference.

INVEST IN YOURSELF

FOR MORE INFORMATION,
VISIT BMACOLORADO.ORG
OR CALL 303-607-9957

TO JOIN, GO TO
BMACOLORADO.ORG/JOIN.ASPX