

SMPS Connecticut CPSM Scholarship 2022 Call for Applications

SMPS Connecticut is excited to offer the 2022 SMPS Connecticut CPSM (Certified Professional Services Marketer) Scholarship. The call for applications is open to all SMPS Connecticut chapter members who are committed to obtaining the CPSM certification in September 2022 or March 2023. The scholarship provides \$500 to offset the cost of the application fee, exam fee, and/or study materials.

Eligibility

To be eligible for the scholarship, the applicant must:

- Be a current SMPS Connecticut member and maintain their membership through the disbursement of the scholarship funds if awarded
- Participate in the SMPS-sponsored CPSM Study Sessions
- Be approved by PTC to sit for the exam
- Submit a completed application

The scholarship is only available to members whose firms do not provide reimbursement for costs associated with the CPSM exam.

Recipient of the scholarship and must commit to being involved in the CPSM sub-committee in 2022/2023 program year and helping to promote the CPSM certification.

Due Date

Submissions are due on March 25, 2022. One scholarship winner will be selected and announced on April 7, 2022.

The CPSM sub-committee will review the applications submitted and present their choice to the SMPS CT board for approval.

Requirements

Applicants must submit the following information for consideration:

1. **Contact and Membership Information:** Name, role/title, firm name, contact information, number of years as SMPS member, and SMPS member number.
2. **SMPS Involvement Summary:** A summary of your involvement and contributions to the SMPS Connecticut Chapter and SMPS at large.
3. **Becoming a CPSM:** A description of what you hope to gain by attaining your CPSM certification.
4. **Giving Back to SMPS:** A description of how you plan to give back to the SMPS Connecticut Chapter and SMPS at large after obtaining your CPSM certification.
5. **Commitment to Exam and Study Sessions:** A statement committing to take the CPSM exam in September 2022 or March 2023 and attend the 2022 SMPS-sponsored study sessions.

6. PTC Approval: Proof of submitting to and/or receiving scheduling authorization from PTC to sit for the exam.

Benefits of Becoming A CPSM (<https://www.smeps.org/learning/certification/>)

Being a Certified Professional Services Marketer (CPSM) means being a part of something special. You have successfully positioned yourself among an elite group of professional services marketers who have invested in themselves and understand and embrace the need for continuous improvement through education, enhancing their opportunity for professional success. The CPSM designation is a recognized mark of distinction. The achievement offers you a wide range of important benefits:

- Increased knowledge in strategic market planning, market research, plan implementation, business development, and promotion
- Demonstrates your dedication to the professional services marketing profession
- Industry recognition of professional competence
- Enhanced credibility with employers, clients, and peers
- Improved ability to compete in the job market
- Potential for increased compensation and benefits
- Career advancement
- Public recognition in the roster of CPSMs on the SMPS web site
- Invitation to CPSM-only educational and networking programs
- Access to the CPSM communities on MySMPS and LinkedIn

Submit your completed application to: Marta Dabrowski, SMPS CT President, president@smepsct.org

For more information please contact Jessica Fasi, CPSM, SMPS CT Education Chair, at education@smepsct.org.

About SMPS Connecticut: *The Connecticut Chapter of SMPS was created in 1982 as the Southern New England Chapter. In 2004, we realigned our focus and were renamed to align more closely with our core geographic membership in Connecticut. SMPS CT's membership includes over 100 professional marketers from all over the state and at all levels and stages of their careers. We join SMPS National in extending our mission to ADVOCATE for, EDUCATE, and CONNECT leaders in the building industry. SMPS CT's vision is for premier professional service firms to recognize SMPS as their most trusted resource for building business and achieving success.*