

# EVENT REQUEST FORM

SUBMIT TO DIRECTOR OF MARKETING AT LEAST 5 BUSINESS DAYS BEFORE EMAIL OR NEWSLETTER SEND DATE.



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## CONTACT INFO

Event Planner	Ranjana Sterling, 425.250.7266, rsterling@thebluelinegroup.com
Request Date	12.06.2019

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## EVENT BASICS

Name of Event	SMPS Seattle (Networking)   Get into the Swing of Things!
Event Date & Time	01.23.2020 4:30pm – 7:30pm
Registration Cutoff	For events with food at the WAC, close registration at 9 a.m. the morning of event; for all other events, close registration one hour prior to event start time. 01.23.19
Earlybird Cutoff	Typically, 9 a.m. Wednesday prior. Forums, workshops, and networking events do not typically have earlybird pricing. N/A
Event Location, Address	Lounge by Topgolf, 425 Urban Plaza Suite 200, Kirkland, WA 98033
Event Venue Website	<a href="https://topgolf.com/lounge">https://topgolf.com/lounge</a>

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## PROMOTIONAL COPY & GRAPHICS

Event Excerpt for <a href="#">Website</a>	<i>One or two sentence teaser; 35 words max. Appears on Home Page and in Meeting Information list.</i> Join us for a unique interactive networking event! Relax with drinks, apps, and conversation while playing a round of virtual golf at the world's <i>first</i> Topgolf Lounge located in the stunning Kirkland Urban mixed-use complex.
Event Excerpt for <a href="#">Newsletter</a>	<i>Brief paragraph to sell the program; appears in the newsletter urging people to click for more.</i> Get ready to practice your golf swing while enjoying casual mingling with your SMPS cohorts. Relax with drinks, apps, and conversation while playing a round of virtual golf at the world's

## Event Excerpt for Event Page

*first* Topgolf Lounge located in the stunning Kirkland Urban mixed-use complex overlooking Lake Washington.

*This should describe the program, list learning objectives, and the benefits of attending. Build excitement around the event!*

Join us for a unique interactive networking event! Get ready to practice your golf swing while enjoying casual mingling with your SMPS cohorts. Relax with drinks, apps, and conversation while playing a round of virtual golf at the world's *first* Topgolf Lounge located in the stunning Kirkland Urban mixed-use complex overlooking Lake Washington. Be the *first* Lounge by Topgolf guests to be blown away by their incredible bar, massive outdoor patio space, and industry-leading Full Swing simulator that will make you feel like you are actually playing live.

Note: *Limited to 24 registrants. Members only through January 15<sup>th</sup>, then non-members may also register.* Please register to ensure accurate headcount and proper amount of space. Light appetizers and a round of beverages included in ticket price.

### Schedule

4:30-5:00 Networking

5:00-7:00 Virtual Golf

7:00-7:30 Networking

## About the Speaker

*Include headshot and bio for each presenter, approx. 100-150 words.*

N/A

## Content Specs

Indicate how many Continuing Education (CE) units the event is approved for; (minimum (1) unit for each contact hour of instruction. No CEUs allowed for networking.

List which domains are covered by cutting and pasting from list below as applicable:

- 1 - Marketing Research
- 2 - Marketing Planning
- 3 - Client and Business Development
- 4 - Proposals
- 5 - Promotional Activity
- 6 - Management

Indicate relevancy for career levels by cutting and pasting from list below:

## LEARN AND EARN CEU

Get into the Swing of Things! is not approved for Continuing Education Units.

For more information about becoming a Certified Professional Services Marketer (CPSM), contact Gail Kinner, CPSM, or visit SMPS Headquarters.

**\*Add links:**

## CONTENT RELEVANCE

This event is relevant for all career levels.

*Note: when setting up event in StarChapter, Content Specs are formatted as a single row with three columns (one blank column separating 'Learn and Earn CEU' and 'Content Relevance'). You may reverse the order, depending on which cell is longer, so that the shorter of the two is in the rightmost position. For example:*

Junior Marketer supports marketing activities.  
 Mid-Level Marketer leads marketing activities.  
 Senior Marketer oversees firm's marketing program and performance.  
 BD Professional develops specified volume of business.  
 Technical Staff fulfills technical role, i.e. billable.

## Event Graphics

## Sponsor Graphics

### LEARN AND EARN CEU

*Innovation: The Art of Being Wrong* is approved for **1.5** Continuing Education Units (CEUs).

For more information about becoming a Certified Professional Services Marketer (CPSM), contact [Brandon S. Peters, CPSM](#), or visit [SMPS Headquarters](#).

### CONTENT RELEVANCE

This event is relevant for the following career levels:

**Junior Marketer** supports marketing activities  
**Mid-Level Marketer** leads marketing activities  
**Senior Marketer** oversees firm's marketing program  
**Technical Staff** fulfills technical role, i.e. billable

Content covers the following Domain(s) of Practice:

3 – Client and Business Development  
 4 – Proposals

*Coordinate graphics needs with Marketing Committee if not providing directly.*

Header: 900 x 300 px

Icon: 300 x 300 px

Naming convention: YYMMDD\_program

### CONTENT RELEVANCE

This event is relevant for all career levels. Content covers the following Domain(s) of Practice:

6 – Management

### LEARN AND EARN CEU

*The Inside Scoop on Interviews* is approved for **4.0** Continuing Education Units (CEUs).

For more information about becoming a Certified Professional Services Marketer (CPSM), contact [Brandon S. Peters, CPSM](#), or visit [SMPS Headquarters](#).

*Use standard sponsor graphics, and/or specific for this event? (e.g. Food Lifeline)*  
 Normal text

## REGISTRATION DETAILS

### Vouchers/Coupons

*Typically allowed unless otherwise noted.*  
 N/A

### Max Attendance

*Left blank unless otherwise noted.*  
 24

### Registration Fees

\$40 – SMPS Members  
 \$50 - Guests

### Questions for Registrants

Standard  
 What demographic do you represent?  
 Business Developer  
 Marketing Assistant  
 Marketing Coordinator  
 Marketing Specialist  
 Marketing Manager  
 Marketing Director/CMO  
 Principal/Owner  
 Technical Professional  
 Other

*Cut/paste as applicable from lists at left.*  
 What demographic do you represent?  
 Business Developer  
 Marketing Assistant  
 Marketing Coordinator  
 Marketing Specialist  
 Marketing Manager  
 Marketing Director/CMO  
 Principal/Owner  
 Technical Professional  
 Other

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## REVIEW

*Please send test versions to the following board members for review. Note, registration will not go live until posting is approved by the event planner and at least (1) additional reviewer.*

Event Planner  
Ranjana Sterling  
rsterling@thebluelinegroup.com

President  
Heidi Maki  
hmaki@ssfengineers.com

Director of (Committee Responsible)  
Ranjana Sterling  
rsterling@thebluelinegroup.com

Director of Marketing  
Jessica Congdon  
jessica.congdon@schuchart.com