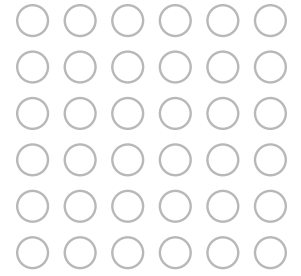


for internal use



segmentation matrix

	in-house pros	agencies	freelancers	students	small-biz
why they join	Professional development Networking Corporate-directed	Recognition Business leads Credibility Government relations Public Service	Business leads Professional development New job/work Networking Friendship	New job/work Recognition Professional development	Professional development Networking Government relations
value stmt.	"Get the promotion."	"Elevate your credibility."	"Get the client."	"Get the job."	"Gain the know-how."
recruit via	Chamber events Local networking LinkedIn	Creative topics LinkedIn Referrals	Referrals Creative topics	Universities NSAC-type programs	Chamber events
engage them with	Get on calendar with networking and professional development events. Help them build the skills so they shine to their boss.	Cutting-edge admarcomm professional development events	Small-group events focused on honing the business side.	Meeting the right people Learning trade secrets	Basic admarcomm how-tos Make connections to fill their needs
keep in mind	You'll lose them if your events feel like a sales pitch to them.	Fiercely competitive with one another	Limited resources Not typically joiners	Need events to be free/low cost Include food	Doesn't speak "advertising"