

Profile Membership Application

By bringing together all those involved in the creation, management and implementation of marketing and PR initiatives, *Profile* aims to provide an effective platform for networking, information exchange, training and research.

Profile's activities are tailored to every level of the sector, from the most experienced practitioner to the newest entrant.

Annual Individual Membership: £195 (+VAT)

For individuals who fulfil a marketing or PR role within the businesses that are integral to the property sector:

- | | |
|---|--|
| <input type="checkbox"/> Property development companies | <input type="checkbox"/> Estate agencies |
| <input type="checkbox"/> Institutional investors | <input type="checkbox"/> Architects |
| <input type="checkbox"/> Chartered surveyors/property consultancies | <input type="checkbox"/> Economic development agencies |
| <input type="checkbox"/> Banks/finance houses | <input type="checkbox"/> Construction companies |
| <input type="checkbox"/> Property-specialist law firms | <input type="checkbox"/> Housebuilders |
| | <input type="checkbox"/> Public sector authorities |

Annual Corporate Membership £495 (+VAT)

This category allows up to four named individuals in one firm or organisation (as described above) to benefit from *Profile* membership.

Annual Consultancy Membership: £895 (+VAT)

This category is for specialist marketing consultancies who provide outsourced services to the businesses listed above. These include:

- | | |
|--|--|
| <input type="checkbox"/> PR & Media | <input type="checkbox"/> Design & Print |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Event Management |
| <input type="checkbox"/> Specialist Marketing | <input type="checkbox"/> Photographic |
| <input type="checkbox"/> Internet & Website Strategy | <input type="checkbox"/> Exhibition Design & Build |

In order to reflect the role that these consultancies play in the property sector, *Profile* offers a Consultancy Membership which offers accreditation for a maximum of three named individuals from the same consultancy.

Please return the form with payment to
Profile Property Marketing Network
18 Soho Square London W1D 3QL
Tel. 020 7025 8766

Cheques should be made payable to *Profile Property Marketing Network Ltd.*

Tick here if you require a VAT receipt.

Application for (please tick as appropriate):

- | | | |
|--------------------------------------|---------------|----------|
| <input type="checkbox"/> Individual | @ £195 (+VAT) | £ 229.13 |
| <input type="checkbox"/> Corporate | @ £495 (+VAT) | £ 581.63 |
| <input type="checkbox"/> Consultancy | @ £895 (+VAT) | £1051.63 |

Name

(If the application is for Corporate or Consultancy Membership please state main membership contact here. Additional names of Corporate and Consultancy members should be added below.)

Job Title

Company Name

Nature of Business

Address

Postcode

Tel

Email

Name

Job Title

Tel

Email

Name

Job Title

Tel

Email

Name

Job Title

Tel

Email

Please complete the following so that *Profile's* activities can be tailored to meet your professional requirements.

How long have you been working

a) in the property sector?

b) in marketing?

Profile organises regular events, training and research projects focused on specific aspects of property marketing and PR. Please indicate which topics are of interest to you:

- | | |
|---|---|
| <input type="checkbox"/> Dealing with the media | <input type="checkbox"/> Corporate Publishing |
| <input type="checkbox"/> Measuring marketing & PR effectiveness | <input type="checkbox"/> Event management |
| <input type="checkbox"/> Internal communications | <input type="checkbox"/> Successful presentations |
| <input type="checkbox"/> Planning an advertising campaign | <input type="checkbox"/> Using research as a marketing tool |
| <input type="checkbox"/> E-marketing opportunities | <input type="checkbox"/> Other (please state) |
| <input type="checkbox"/> Website design and management | |