

Membership Programme

The NSMC is internationally recognised as a Centre of Excellence for social marketing and behaviour change. It works with the UK and international governments and NGOs to build social marketing capacity for public good.

Who is it for?

This year will see the phased launch of The NSMC's Membership Programme. The Programme is for anyone with an interest in social marketing, aspiring and practicing social marketers and those working to achieve positive behaviour change.

All NHS and Department of Health staff are automatically eligible for free affiliate member status. In addition, they will receive full access to One Stop Shop, Value for Money, ShowCase and the full Planning Guide and Toolkit.

Practical

The NSMC's Membership Programme will be unique in that it will build the social marketing capacity and skills of its membership and seek to raise the standard of social marketing in the UK and abroad.

Membership is for individuals and organisations that want access to practical support, tools and resources and will provide clear career

progression opportunities. The scheme will also provide for individual accreditation of Certified Social Marketers.

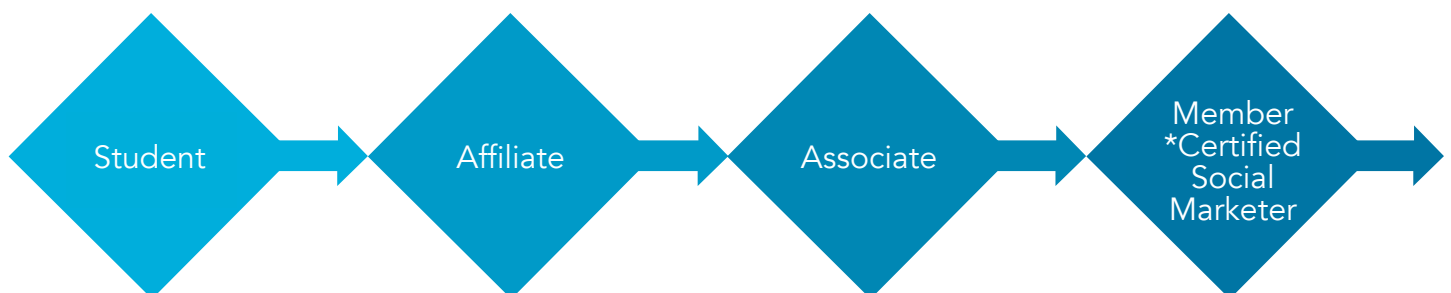
Benefits will include:

- Access to a wide range of practical tools and resources
- Preferential rates and discounts on accredited social marketing courses
- Full access to The NSMC's constantly updated range of publications
- Professional development & accreditation
- Access to the latest information on best practice in social marketing
- Networking opportunities
- Career advancement
- Profile building
- Practical support

When?

- Student, Affiliate, Associate and Organisational Memberships will launch in summer 2011
- Certified Social Marketer Programme and full Member status will launch in autumn 2011

Categories



There will also be an Organisational Membership option.

Register your interest at www.thensmc.com