

**Topic:** How the BMMA has Elevated Members in an Evolving Industry



This month's BMMA Hot Topic Webinar is intended to provide a better insight into what the BMMA is and what it can do for our members. This information is meant to be of interest to both member company employees who may not be familiar with the BMMA and also non-member company employees (especially those working in the Telco Product Management, Strategic Planning and Marketing organizations or vendors serving these areas).

We will cover a brief history of the BMMA; our current Board of Directors and member companies; BMMA activities; various member benefits; and then hear from several current members regarding what benefits they have seen from their BMMA membership.

### **Guests**

If you are not a BMMA member, but are considering joining the BMMA and/or would like to know more about why you should join the BMMA, this is a perfect opportunity to attend this webinar as our guest and see for yourself what our members say about the benefits of membership!

### **Q3 Promotion**

If you are not a member now but join the BMMA before the upcoming BMMA Fall Workshop (September 24-26), you will receive prorated dues for the remainder of 2019 and a FREE seat for the Fall Workshop (members normally pay \$695).

### **Q4 Promotion**

If you are not a member, but would like to attend the upcoming BMMA Fall Workshop (September 24-26) to see first-hand why our members love these events, we invite you to attend one time as an invited "non-BMMA member" for only \$895 for the entire 3-day event. Then, if you join the BMMA in the 4th Quarter of 2019, we will reimburse your attendance fee as a credit against your prorated BMMA dues.