



PROFESSIONAL CLUB MARKETING ASSOCIATION

## Professional Development

### Benefits of Attaining A Professional Certification

It's always inspiring to see the number of professionals participating in certification opportunities at PCMA's Annual Conference. And, in September, we had the privilege of awarding a new Master Certified Membership professional and welcoming twelve new Certified Membership/Marketing professionals into our Membership Management Institute!

So, what are the benefits of working towards and ultimately earning those letters behind your name? Besides the opportunity for increased earnings and a personal sense of accomplishment, here are two intangible incentives to consider...

Professionals who have obtained a certification typically have a **competitive advantage**, or leg up, on other professionals who may be seeking the same job opportunity. A professional certification could be the determining factor for being selected for a job you are in the running for with another candidate who may have similar qualifications, but lack a professional certification.

Although someone without a certification may be just as knowledgeable, and successful, as someone with a certification, the letters behind someone's name establishes instant expertise. This designation provides **professional credibility**, making you a "SME" (subject matter expert). Becoming a SME confirms you are the expert of this area, and are qualified to make appropriate recommendations.

PCMA members are invited to read the full article perspective in our November issue of [Club Membership and Marketing Magazine](#).

To learn more about the professional certification opportunities available through PCMA, please email [hannah@askpcma.org](mailto:hannah@askpcma.org).